



FINAL CALL FOR PAPERS

The Second Americas Display Engineering and Applications Conference



Organized by the Americas Region of the Society for Information Display (SID)
Sponsored by SID and the Video Electronics Standards Association (VESA)
Managed by Palisades Convention Management

October 24–27, 2005

Doubletree Hotel & Executive Meeting Center – Lloyd Center
Portland, Oregon

Conference Chairs

General Chair: Stephen Atwood, *Aydin Displays*; satwood@AydinDisplays.com
Program Chair: Chris King, cnelsonk@Comcast.net
Publicity Chair: Chuck Pearson, *Pearson Associates*; chuck@pearson.assoc.com
Sponsors/Exhibit Chair: Zvi Yaniv, *Applied Nanotech, Inc.*; zyaniv@appliednanotech.net
Seminar Chair: Peter Baron, *ABCD Technology*; pbaron@ieee.org
Poster Chair: Edwin I. Bernard, *Northrop Grumman Corp.*; Edwin.bernard@ngc.com

Goal of the Conference

The goal of this conference is to meet the growing needs of the North American companies who develop products utilizing displays integrated with additional hardware and software technologies to create applications in which the resulting display system provides significant value to the end user. To achieve this goal, the conference will

1. Provide a venue to keep current practitioners up to date with the rapid changes in display technology, electronics and components such as backlights and touch input sensors;
2. Provide display engineers with the latest information on VESA physical, interface, and graphics conversion standards of today and tomorrow. A vision of trends resulting from the PC/TV convergence and the evolution of graphic cards will be highlighted;
3. Focus on display products and end-user systems of interest to North America, such as automation, avionics, banking, communications, digital TV, dynamic signage, games, instrumentation, medical, military, projection, retail, and stereo 3D;
4. Present procedures for selecting the appropriate display device for specific applications;
5. Presentations on the integration of displays into cost-effective end-user systems.

Conference Features

- Display applications tutorials and seminars focusing on display devices, power supplies, backlights, system interfaces, display surface treatments, system architectures, display electronics, and packaging
- Keynote Speakers
- Invited Papers from Leading Experts, including
Ed Kelley, NIST, on Flat Panel Measurements
Darrel Hopper, U.S. Air Force, on Avionic and Military Displays
Munisamy Anandan, Organic Lighting Technologies, on Backlights
James E. Melzer, Rockwell Collins, on Head-Mounted Displays
Gang Yu, DuPont Displays, on OLED for Industrial Applications
Ghasson Jabbour, University of Arizona, on Flexible Displays
Ralph Mesmer, Intel, on Technologies and Displays for Portable Devices
Ben Watson and Dave Luebke, Northwestern University, on Displays for Games
Aldo Badano, FDA, on Medical Displays
Mike Fullman, Pixelworks, on Digital TV Processors
Brian Berkeley, Samsung, on Large-Area AMLCDs
Boyd MacNaughton, NuVision, on Stereo Displays
Brant Sears, InFocus, on Projection Displays
Rob Baumgartner, Planar Systems, on Desktop Monitors
Ben Clifton, Clarity Visual, on Dynamic Signage
Shane Dewitt, 3M, Touch Screens and Optical Films
- Exhibition
- Panel Discussion
- Poster Sessions

Program Sessions

- Flat-panel measurements and standards
- Military and Avionics Displays
- Backlight Technology
- HUDs and HMDs
- Industrial Displays
- Emerging Technologies
- Technologies for Portable Displays
- Displays for Gaming
- Digital TV Systems
- Medical Displays
- Large-Area Displays
- Stereoscopic and 3-D Displays
- Projection Displays
- Desktop Monitors and TVs
- Dynamic Signage
- Touch Panels and Enhancement Films
- VESA Physical Standards
- VESA Interface Standards
- Future Interface Standards
- PC/TV Convergence

Contributed Papers

Papers for both oral and poster presentation, relative to the topics mentioned above or other topics that focus on display engineering and applications, are solicited. The program committee reserves the right to consider your submission for either oral or poster presentation. If you have a preference, please indicate so and it will be taken into consideration. The content of the paper need not be original.

Format of Submissions

Please submit a 35-50 word abstract, suitable for publication in the Advance Program, along with a technical summary (TWO-PAGE MINIMUM AND FOUR-PAGE MAXIMUM). Please e-mail an electronic version of your submission, in PC-compatible format using one of the popular desktop-publishing programs, to Mark Goldfarb, Palisades Convention Management; mgoldfarb@pcm411.com. The extended deadline for the submission of abstracts is **July 11, 2005**.

Exhibition

An Exhibition consisting of manufacturers of display modules, new display components and materials, display hardware, measuring tools for displays, etc., will be held in conjunction with the conference. For further information on exhibiting, please contact Kate Dickie, Palisades Convention Management; 212/460-8090 x215, fax -5460, e-mail: kdickie@pcm411.com.

Point of Contact

For further information, please contact Mark Goldfarb, Palisades Convention Management; 212/460-8090 x 202, fax -5460, e-mail: mgoldfarb@pcm411.com.