

SID VEHICLE DISPLAY 2002 SYMPOSIUM AGENDA

October 22-23, 2002
Cobo Hall
Detroit, MI

TUESDAY, October 22, 2002

- 10:00 am – 6:00 pm **CONVERGENCE 2002 EXHIBITS OPEN (HALL B&C)**
- 12:00 pm – 5:00 pm **REGISTRATION - COMPLIMENTARY CONVERGENCE EXHIBIT PASSES
WILL BE DISTRIBUTED**
- 1:00 pm – 5:00 pm **TABLETOP EXHIBITS OPEN (ROOM D2-09)**

WEDNESDAY, October 23, 2002

- 7:30 am – 5:00 pm **REGISTRATION - COMPLIMENTARY CONVERGENCE EXHIBIT PASSES
WILL BE DISTRIBUTED**
- 8:30 am – 8:40 am **WELCOME AND INTRODUCTORY REMARKS**
S. Pala, General Chair, *Denso International America, Southfield, MI*
- 8:40 am – 9:10 pm **KEYNOTE ADDRESS: Display Implementation by the Virtual World**
Michael Heimrath, *BMW, Munich, Germany*
- 9:00 am – 5:00 pm **TABLETOP EXHIBITS OPEN (ROOM D2-09)**

SESSION 1: NEW AUTOMOTIVE TECHNOLOGIES AND MARKET TRENDS (9:10 am – 11:00 am)

Chairs: Mr. M. Larry, *Ford Motor Corp., Dearborn, MI* and Dr. J. Troxell, *Delphi Delco Electronics Systems, Shelby Township, MI*

- 9:10 – 9:40 am **Market and Technology Trends for Flat Panel Displays in Vehicles**
1.1 K. Allen, *iSuppli Corporation/Stanford Resources, Inc., San Jose, CA*
- 9:40 – 10:00 am **Poly-LED: Current Status and Future Developments for the Automotive Industry**
1.2 A. Slack, C. Gorzelski, and M. Katkic, *Philips, MDS, Farmington Hills, MI*
- 10:00 – 10:20 am **Rare Earth Doped GaN Black Dielectric Electroluminescent Technology for
Full-Color, High Contrast Display Applications**
1.3 R. Jones, J. Heikenfeld, and A. Steckl, *Extreme Photonix LLC, Cincinnati, OH*

- 10:20 – 10:40 am
1.4 **Efficient Transparent and Top-Emitting Organic Light-Emitting Devices with Long Lifetime**
M. Lu, M. Weaver, T. Zhou, M. Rothman, R. Kwong, M. Hack, and J. Brown, *Universal Display, Corp., Ewing, NJ*
- 10:40 – 11:00 am
1.5 **Optical Design of 5-Wire Plastic Touch Panel for Automotive Displays**
C-M. Huang, C-P. Hwang, and C-H. Wang, *Wintek Corporation, Taiwan*
- 11:00 am – 1:00 pm **LUNCH ON OWN (CONVERGENCE EXHIBIT OPEN)**

SESSION 2: AUTOMOTIVE IMPROVEMENTS (1:00 pm – 2:40 pm)

Chairs: Mr. R. L. Donofrio, Display Device Consultants, Ann Arbor, MI and Mr. D. Hopper, Air Force Research Laboratory, Dayton, OH

- 1:00 – 1:20 pm
2.1 **Matrix Addressed Black Dielectric Electroluminescent Displays for Automotive Use**
J. Heikenfeld, R. Jones, and A. Steckl, *Extreme Photonix, Cincinnati, OH*
- 1:20 – 1:40 pm
2.2 **Realizing the Potential of Combining Spatial Audio with Video**
R. Daniels and J. Ghrayeb, *AFRL/HECV, Wright Patterson AFB, OH*
- 1:40 – 2:00 pm
2.3 **Thermal Efficiency Backlight Control Method**
P. Weindorf, R. Mulberger, and K. Marrocco, *Visteon Corp., Allen Park, MI*
- 2:00 – 2:20 pm
2.4 **Evaluation of a Portable Computer with a Wireless Transflective Display for use in Avionics Cockpits**
F. Meyer, P. Sandhu, D. Aleva, D. Hopper, S. Longo, T. Trissell, and R. Schwartz, *AFRL/HECV, Wright Patterson AFB, OH*
- 2:20 – 2:40 pm
2.5 **OLED for Automotive Applications, Optrex Approach, Status and Outlook**
S. Lenz, *Optrex America, Plymouth, MI*
H. Araki, *Optrex Corporation*
- 2:40 – 3:00 pm **Refreshment Break (Room D2-09)**
- 3:00 – 4:30 pm **Panel Discussion – SID-SAE-ITS Panel Discussion on VFPD Standardization Part 1 – What are we Doing with VFPD and What are the Standardization Possibilities**
Moderator: S. Pala, *Denso International America, Southfield, MI*
- Participants:**
- BMW, DCX, Ford, GM (Automotive OEMs)
Delphi, Denso, Visteon, Yazaki (Tier 1 Suppliers)
Futaba, Optrex, Phillips, Sharp, Toshiba, Wintek (Tier 2 FPD Manufacturers)
Survey Report – DisplaySearch
- 4:30 – 5:30 pm **Panel Discussion – SID-SAE-ITS Panel Discussion on VFPD Standardization Part 2 – What are the Options for the Interface?**
Moderator: Arlan Stehni – *IDB Forum*
- Participants:** Leaders from Automotive OEMs, Tier 1&2 Suppliers