

THURSDAY

OCTOBER 12

7:30 am - 8:30 am REGISTRATION AND REFRESHMENTS
8:30 am - 8:45 am Welcoming Remarks - Silviu Pala, Symposium Chair
8:45 am - 9:30 am Denso International America, Southfield, MI
Keynote Address
Stephen Forrest, Vice President, Research,
University of Michigan, Ann Arbor, MI
9:00 am - 5:00 pm TABLETOP EXHIBITS OPEN
9:30 am - 9:45 am Refreshment Break (Tabletop Area)

SESSION 1: Automotive Display Applications (9:45 - 11:45 am)

Co-Chairs: R.L. Donofrio - Display Device Consultants, Ann Arbor, MI | V. Bhise - University of Michigan - Dearborn, Dearborn, MI

- 9:45 am - 10:15 am **1.1 INVITED ADDRESS: Vehicular Display Market Update**
B. Young - DisplaySearch, Austin, TX
- 10:15 am - 10:45 am **1.2 INVITED ADDRESS: New Display Technologies for Automotive Applications**
K. Werner - Insight Media, Norwalk, CT
- 10:45 am - 11:05 am **1.3 Thin Instrument Cluster**
H. D. Zietz, V. Birman, W. Eckardt and M. Moell - Siemens VDO Automotive, Auburn Hills, MI
- 11:05 am - 11:25 am **1.4 Design Concepts for Vehicle Center Stack and Console Areas for Incorporating New Technology Devices**
C. Diehl and V. Bhise - University of Michigan, Dearborn, MI
- 11:25 am - 11:45 am **1.5 MFD-26 - Ruggedized Smart Multifunctional Display for Transport Applications**
M. Dyatlov and V. Lukasevko - Technotronic, Moscow, Russia

POSTER PAPER ORAL PRESENTATIONS (11:45 - 12:10 pm) POSTERS MAY BE VIEWED DURING LUNCH

Chair: B. Dehmow - Yazaki America, Canton, MI

- 11:45 am - 11:50 am **P.1 Host-Free High-Efficiency Blue Organic Light Emitting Diodes Based on 2-(N, N diphenylamino)-6-[4-(N,N diphenyl-amino) styryl]naphthalene**
J-H Jou, M-H Wu, C-P Wang, H-W Lin, P-H Chiang, Y-P Lin and C-L Lai - National Tsing-Hua University, Hsinchu, Taiwan
- 11:50 am - 11:55 am **P.2 Nano-dot Enhanced White Organic Light-emitting Diodes with a Molecular Host-employed & Solution-processed Emissive Layer**
J-H Jou, W-B Wang, C-P Wang, M-F Hsu, Z-C Wong, T-M Chen and Hwang Hwang - National Tsing-Hua University, Hsinchu, Taiwan
- 11:55 am - 12:00 pm **P.3 Low-Reflective Analog Resistive Touch Panels**
H. Sato, K. Sasaki, K. Tsureyama, A. Hitomi and S. Murakami - GUNZE Ltd., Shiga, Japan
- 12:00 am - 12:05 pm **P.4 Application of a 2D Colorimeter in Constructing an Automotive Laboratory Secondary Light Source - Illuminant "A"**
R.L. Donofrio - Display Device Consultants, Ann Arbor, MI
- 12:05 am - 12:10 pm **P.5 QR-LP Based Flexible Switch/Transistor Design**
W. Mpilepo - Chalmers University of Technology, Goteborg, Sweden and National Chiao Tung University, Hsinchu, Taiwan
- 12:10 am - 2:00 pm LUNCH AND TABLETOP EXHIBITS OPEN

SESSION 2: OLEDs (2:00 - 3:55 pm)

Co-Chairs: J. Kanicki, University of Michigan, Ann Arbor, MI | F. So, University of Florida, Gainesville, FL

- 2:00 pm - 2:20 pm **2.1 Evaluation of AMOLED/SS**
D.G. Hopper and F.M. Meyer - Air Force Research Laboratory, Wright-Patterson AFB, OH
T. L. Tressell - General Dynamics, Wright-Patterson AFB, OH
S. J. Longo - L3/Link Simulation and Training, Wright-Patterson AFB, OH
- 2:20 pm - 2:40 pm **2.2 Efficient Fluorescent White Organic Light-Emitting Diodes with Efficient-Host of di(4-fluorophenyl)amino-di(styryl) biphenyl**
J-H Jou, C-P Wang, M-H Wu, P-H Chiang, H-C L and R-S Liu - National Tsing-Hua University, Hsinchu, Taiwan
- 2:40 pm - 3:00 pm **2.3 White Light-Emitting Device Based on Polyfluorene Co-Polymers Blend on Plastic Substrate**
H. Lee and J. Kanicki - University of Michigan, Ann Arbor, MI
- 3:00 pm - 3:35 pm **2.4 INVITED ADDRESS: Operating Stability of Polymer OLEDs**
F. So - University of Florida, Gainesville, FL
- 3:35 pm - 3:55 pm **2.5 Low Temperature Encapsulation for PLEDs and OLEDs**
A. R. Johnson and J. Kanicki - University of Michigan, Ann Arbor, MI
- 3:55 pm - 4:10 pm Refreshment Break (Tabletop Area)

SAE-SID Panel Discussion: Are OLEDs Suitable for Automotive Applications? (4:10 pm - 6:00 pm)

Automotive and display industry leaders' answer to the question.

Moderators: J. Kanicki - University of Michigan, Ann Arbor, MI, S. Pala - Denso International America, Southfield, MI

Confirmed Panelists: S. Bower - Delphi Electronics & Safety, B. DiCiccio - DaimlerChrysler Automotive, M. Hack - Universal Display Corporation, D. Hopper - Air Force Research Lab, J. Gasiewicz - Yazaki North America, F. So - University of Florida

FRIDAY

OCTOBER 13

7:30 am - 8:30 am REGISTRATION AND REFRESHMENTS
8:00 am - 12:00 pm TABLETOP EXHIBITS OPEN

SESSION 3: AUTOMOTIVE ENHANCEMENTS (8:30 - 9:30 am)

Co-Chairs: M. Larry - Ford Motor Company, Dearborn, MI | K. Pöller - OSRAM Opto Semiconductors, Inc., Northville, MI

- 8:30 am - 8:50 am **3.1 A Multifunction Single Layer Anti-Reflection/Anti-Glare Film Coating**
Z. Gou - McDermaid Autotype Ltd., Oxford, UK
- 8:50 am - 9:10 am **3.2 New Method to Separate the Different Reflection Contributions of Reflective Displays**
T. Bignon, P. Boher, J.N. Curt and T. Leroux - ELDIM, St. Clair, France
- 9:10 am - 9:30 am **3.3 Reflective & Transparent Electronic Ink for The Automotive Industry**
M. Bryning, Z. Bryning and R. Cromer - Zikon, Inc., Campbell, CA
- 9:30 am - 10:15 am **Tutorial: Flexible Displays**
M. Fihn - Veritas et Visus, Temple, TX
- 10:15 am - 10:45 am Refreshment Break (Tabletop Area)

SESSION 4: PROJECTION/HUD (10:45 am - 12:45 pm)

Co-Chairs: J. R. Troxell - Delphi Research Labs, Shelby Township MI | V. Birman - Siemens VDO Automotive, Auburn Hills, MI

- 10:45 am - 11:05 am **4.1 Solid State Light Sources for Vehicular Projection Displays**
S. Nagappan - OSRAM Opto Semiconductors, Inc., Northville, MI
- 11:05 am - 11:25 am **4.2 Projected Displays for Vehicular Interfaces**
K. Lieberman, D. Gunders and M. Neves - Lumio, Inc., Menlo Park, CA
- 11:25 am - 11:45 am **4.3 A Diffractive Projection System for Automotive Applications**
E. Buckley - Light Blue Optics Ltd., Cambridge, UK
- 11:45 am - 12:05 pm **4.4 Laser Projection Display (LPD): A Miniature, High Resolution Projection Engine**
D. Yavik, C. Tan, N. Nambudiri, M. Stern, C. Wittenberg, A. Strat, M. Slusky, D. Gonzalez, C. DiFazio, R. Smajek, D. Baldwin and R. Whittle - Symbol Technologies, Inc., Holtsville, NY
- 12:05 pm - 12:25 pm **4.5 Full Windshield Display System**
T. Sun - Superimaging Corp., Fremont, CA
- 12:25 pm - 12:45 pm **4.6 A Projector-Based Reconfigurable Control and Display Interface for an Automobile Instrument Panel**
T. Pryor, Jr. - Digital Dash Ltd., Montreal, Canada
- 12:45 pm - 1:45 pm LUNCH

SAE VFPD UPDATES (1:45 pm - 2:45 pm)

Organizing Committee

- Mr. Silviu Pala (DENSO) - General Chair
- Mr. Bob Donofrio (Display Consultants) - Program Chair
- Dr. Vivek Bhise (U of Michigan)
- Dr. Vyacheslav Birman (Siemens)
- Dr. Vince Cannella (Ovonics)
- Mr. Brian Dehmow (Yazaki)
- Dr. Darrel Hopper (U.S.AF Lab)
- Dr. Jerzy Kanicki (U of Michigan)
- Mr. Mark Larry (Ford)
- Mr. Stefan Lenz (Optrex)
- Ms. Kimberly Pregitzer (Osram)
- Dr. John Troxell (Delphi)
- Mr. Nick Vergith (General Dynamics)

Tabletop Exhibitors:

- 3M
- Axon Cable, Inc.
- Digital Dash
- Display Device Consultants LLC
- Gunze USA
- HOLOEYE Systems, Inc.
- MacDermid Autotype
- Microsemi Corp.
- Noritake Co. Inc.
- OSRAM Opto Semiconductors
- Q-Lab Corporation
- Quantum Data
- SMK

Sponsors:

