



MEETING NOTICE & INVITATION  
Pacific Northwest Chapter • Society for Information Display

***How to Survive and Lead the Touch Panel and Touchless Industry in 2015 and Beyond***

**Dr. Jennifer Colegrove**

CEO and Principal Analyst at Touch Display Research, Inc.

**Wednesday, April 8 at 6:00 P.M.**

PLANAR Systems (headquarters)  
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**Abstract**

This Touch panel industry is quickly changing. Certain companies are profitable, certain companies are losing money. In this presentation, Dr. Colegrove will discuss the opportunities for growth in the touch panel and touchless human-machine interaction industry.

- How to survive the new touch panel industry. From mobile phones to phablet to notebook PCs to interactive signage; from finger touch to pen writing; there are many opportunities and many challenges. Dr. Colegrove will also discuss the transparent conductive materials and films on touch screens. Over 200 companies are working on several types of ITO replacement technology including metal mesh, silver nanowire, conductive polymers, carbon nanotube, graphene, and other types of materials. Dr. Colegrove will provide the market forecast of the new generation transparent conductors from 2015 through 2020. Digital pen could help students and teachers; could save time and money. Pen is nature for drawing and graphic design. Dr. Colegrove will provide the market forecast of active pen from 2015 through 2020. Touch panel for vertical market (non- consumer and special market) will also be discussed.
- From gesture control to voice command, from eye tracking to motion sensor; Apple, Google, Microsoft, Amazon, Samsung, LG, Intel and Qualcomm are all working on touchless Human-machine-interaction (HMI). Dr. Colegrove will also provide the market forecast of touchless HMI market from 2015 through 2020.

## Speaker Biography



Dr. Jennifer K. Colegrove is the founder, CEO and principal analyst of Touch Display Research Inc. ([www.TouchDisplayResearch.com](http://www.TouchDisplayResearch.com)), a market research and consulting firm focus on touch screen and emerging display technologies. She writes reports and performs consulting projects on touch screen and display technologies, including touch screens, ITO replacement, Quantum dot, near-eye displays, flexible displays, OLED displays, OLED lighting, 3D displays, e-paper displays, pocket projectors, gesture control, voice control, eye control.

Colegrove is well known as the first analyst to write a comprehensive touch screen industry report since 2006. It has been 9 years in a row. Colegrove has over 15 years of industry experience. She is the principal analyst at Touch Display Research from 2012 to present. She was Vice President of Emerging Display Technologies at DisplaySearch (currently IHS) from 2008 to 2012. She served as a senior analyst at iSuppli (currently IHS) in 2006 to 2008. She performed due diligence for Intel Capital, the venture capital arm of Intel, as a senior display engineer from 2004 to 2006. She also reviewed display-related patent applications as a member of the Intel Mobile IP committee. She held senior engineer or project manager positions from 1999 to 2003 in several start-up companies.

She has authored over 50 forecast reports and over 100 articles. Her articles have appeared in SID Journal, Information Display, IEEE Journal, Nikkei BP, Veritas et Visus, etc. She is frequently quoted by media and industry press, including the Wall Street Journal, New York Times, Forbs, Bloomberg, and Computer World. Dr. Colegrove has been a featured speaker and session chairperson at over 40 worldwide conferences. Dr. Colegrove has advised over 200 companies through her standard reports or consulting projects in recent several years. She is currently a member of advisory board at Linde, which is the world's largest gases and engineering company. She can be reached at [jc@touchdisplayresearch.com](mailto:jc@touchdisplayresearch.com). She has five patent applications with one US patent granted.

Jennifer Kong Colegrove has a Ph.D. from Liquid Crystal Institute at Kent State University in Ohio. She received both her bachelor's and master's degrees with honors from Beijing University in Beijing, China.

## Seminar

The Seminar is free. Please join the speaker for a no-host dinner after the seminar. Directions to the restaurant will be provided at the seminar. Non-Members are welcome. RSVP to Gary Johnson at [Gary.Johnson@tek.com](mailto:Gary.Johnson@tek.com) or (503) 627-1985. Please indicate if you plan to participate in the dinner.

The Pacific Northwest Chapter of the Society for Information Display was established for the following purposes:

- To support the activities and purposes of SID.
- To encourage and contribute to the scientific and educational advancement in the field of information display and to promote its use.
- To provide forums for the exchange and dissemination of ideas and knowledge relating to the field of information display.

The Executive Committee of the Pacific Northwest Chapter consists of:

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- Co-Chair: Chris King – Consultant
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