



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

When Berserkers Collapse

David Barnes

Principal, BizWitz LLC

Wednesday, June 16 at 6:00 P.M.

PLANAR Systems (headquarters)
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Abstract

The theme for this talk arises from ancient sagas describing how crazy-fierce warriors could sweep rivals from the field only to collapse with exhaustion. The popular term for such warriors is berserkers (bear-shirters or wolf-shirters). Modern interpretations of the legends include causes such as hallucinogenic mushrooms and post-traumatic stress reactions. Regardless of the methods or madness, I cannot help but imagine LCD producers as running berserk and sweeping all challengers from the field of displays.

I will review the history of AMLCD industrial development and explain why producers can be compared to berserkers who bleed money in a reckless scramble for victory until they collapse in economic exhaustion. But not before sweeping opposing display technologies off the field of battle. Companies developing alternative displays faced other challenges besides berserk behavior by AMLCD producers, of course, and such challenges persist after berserkers collapse. I will therefore catalog key challenges alternative displays have faced and imagine ways that they could regain the field next decade.

Speaker Biography



David Barnes is an expert in decision support and capital investment with experience advising multi-national boards on a variety of questions concerning display and imaging technologies. He has supported joint venture formations, M&A valuations, intellectual property transactions, market entries and initial public offerings on three stock exchanges. As a Principal at BizWitz LLC, he helps clients select and focus on profitable market opportunities.

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 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.

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