

Global Leaders Convene in Seattle To Showcase Hottest Display Technology

Witness Innovations in 3D, Touch Interfaces, Flexible Displays, OLED, LCD and More that are Driving the Future Electronics Industry During the 48th Annual SID Symposium, Seminar & Exhibition

The Society for Information Display (SID) announced today some of the latest highlights transpiring at Display Week 2010 in Seattle, Wash. As the leading global organization dedicated to the advancement of electronic display technology, SID's week-long 48th annual International Symposium, Seminar and Exhibition continues to serve as the premier venue for the electronic display industry to unveil its latest advances. This year will see a number of notable new developments in 3D displays, touch interfaces, green technology, flexible displays, lighting technology, and many, many others. Display Week serves as the crystal ball for the consumer electronics industry, providing first looks at the display technologies that will enable the exciting commercial products of tomorrow. Display technologies showcased at Display Week 2010 will be appearing in a few years inside the hottest new consumer electronic products—making the show this year's must-see event.

Display Week 2010 will be held at the Washington State Convention Center in Seattle (May 23-28). Tuesday morning, May 25, will feature keynotes that will provide compelling visions in the fields of OLED displays, displays in avionics, and emerging forms of entertainment. This year's keynote speakers are:

- Dr. Sang-Soo Kim, executive VP, Samsung Mobile Display along with Samsung Fellow and SID Fellow
- Mike Sinnett, vice president/787 systems chief engineer, The Boeing Company
- Steve Bathiche, director of research, Applied Sciences Group, Entertainment and Devices Division, Microsoft Corp.

The symposium at Display Week is primed to showcase some of the hottest developments underway among today's major industry players. The four-day symposium will run from Tuesday, May 25, through Friday, May 28, and consists of 79 sessions with 317 oral and 203 poster presentations. Some key themes emerging from the symposium line-up include:

3D—The current renaissance of 3D at the movie theater was foreshadowed via the "3D in Cinema" special session held during Display Week 2008. Since then, sustained commercial interest in 3D titles on the big screen—most recently by *Avatar*—has fueled efforts to bring 3D entertainment into the home. With an unprecedented number of TV manufacturers announcing 3D products for the home, this year's technical program will highlight cutting-edge developments that are enabling this growing momentum—from autostereoscopic displays and 2D/3D switching for stereoscopic displays, to 3D TV/video and new-to-the-world 3D

displays. This year's Display Week will once again feature a special 3D Cinema event, which will be held Tuesday, May 25 from 7:30 to 10:00 p.m, showcasing 3D content from some of the most creative sources in the growing 3D ecosystem.

Green Technology—Government regulations and public opinion have made energy efficiency, eco-friendly materials, and recyclability key issues in display development. Accordingly, several sessions on different aspects of green technology will be integrated into the 2010 technical program. Sessions include low-power electronic paper and other bi-stable displays, novel power-reduction techniques, power-saving device designs, power recycling, and green technologies in active-matrix devices and display manufacture. Examples will abound at Display Week of companies "doing well" by "doing good."

Solid-State Lighting—Solid state lighting is gaining growing acceptance due to the benefits it affords in energy saving and design flexibility over conventional lighting. Already well-established in applications such as backlights for displays, digital signage and small specialty lighting, solid-state lighting is increasingly being implemented in mainstream markets, including home, office and street lighting, and car headlamps. The Display Week 2010 technical program will highlight developments and approaches that are enabling these advancements in the solid-state lighting arena, including the expanding role of LEDs and organic LEDs (OLEDs).

Touch Technology—At last year's Display Week, a record number of exhibitors displayed touch-related products such as touch screens and touch controllers. The touch-related papers scheduled for presentation at the 2010 technical symposium will provide attendees with insights into the latest work in this new frontier, including embedded and multi-touch solutions. A separate four-hour short course on the fundamentals of touch technology and its future applications is also scheduled for Sunday, May 23 from 3:00 to 7:00 p.m.

These are just a few of the hot topics that will be explored and discussed in comprehensive detail during the week. There will also be an exhibition, which will run from May 25 through May 27, featuring 250-plus companies specializing in display electronics, components, systems, services, manufacturing equipment and applications. For a sampling of what companies will be showcasing at their respective booths, please refer to the Editors' Addendum that accompanies this release.

Lastly, some other noteworthy events slated for Display Week include:

SID DisplaySearch Business Conference—The premier event at Display Week for managers and executives tracking the overall display market is SID's Business Conference, organized in cooperation with DisplaySearch. This all-day conference is slated for Monday, May 24. Sony Electronics' President and Chief Operating Officer, Stan Glasgow, will deliver the keynote address kicking off the conference. Glasgow will describe Sony's vision of the future, with 3D emerging as the next great platform for home entertainment. Drawing upon Sony's work on implementing 3D capabilities professional and consumer products, including TVs, Blu-ray disc players,

and gaming consoles, Glasgow will provide a comprehensive view of the challenges and opportunities in the 3D platform. Because in 3D 'seeing is believing', Sony will be providing a 3D cinema experience as part of the keynote, using Sony 3D technology. Attendees will be treated to a mixture of content from Sony and other content providers, including movies, live sporting events, gaming and other entertainment. To register or learn more about the rest of the event, visit www.sid.org/conf/sid2010/registration [1].

Investors Conference—Co-sponsored by Cowen & Co., LLC, this conference—set for Tuesday, May 25—will feature presentations from leading public and private display-oriented companies designed to appeal to securities analysts, portfolio managers, M&A specialists and display company executives.

Market Focus Conference Series—Developed in conjunction with IMS Conferences, this first-ever series of market-focused conferences will be held Wednesday, May 26, and Thursday, May 27. These conferences have been developed to provide an intense market focus in three of the hottest areas of display technology, and will provide attendees a deep understanding of the market forces shaping developments in these areas. The events include TV 3.0 - The Future of TVs (May 26 and 27); The Future of Lighting and Backlighting (May 26); and The Future of Touch and Interactivity (May 27). Each Market Focus conference will feature speakers that are at the leading edge of commercializing key technologies. For example, the U.S. Department of Energy named Seattle as the lead test city for the Municipal Solid-State Street Lighting Consortium. The consortium's director, Edward Smalley, will keynote The Future of Lighting and Backlighting session on May 26, where he will discuss national trends in LED installations, improvements in LED technology and the potential cost-savings LEDs can offer. He will also provide an application overview and a look into the City of Seattle's approach to LED street lighting. More information on this Series can be found at www.sidmarketfocus.com [2].

Sunday Short Courses—Four different four-hour tutorials on Sunday, May 23, provide an in-depth introduction into several fundamentals of information displays. This year's topics include active-matrix devices, display optics, OLED displays and touch technologies. Two sessions run in parallel from 9:00 a.m. to 1:00 p.m., and two in parallel from 3:00 to 7:00 p.m.

Display Technology Seminars—SID is proud to present sixteen different 90-minute seminars on a diverse set of display-related topics will be held on Monday, May 24.

Application Tutorials—Six Application Tutorials span a range of topics, and provide a detailed look at several different practical aspects of electronic displays. Scheduled for Wednesday, May 26, they will be held in parallel over three time periods: 8:30 to 10:00 a.m., 10:30 a.m. to 12:00 p.m., and 3:30 to 5:00 p.m.

Another key event that attendees won't want to miss is the annual SID Luncheon, to be held Wednesday, May 26. Mr. Terry Schmidt, chief scientist of Christie Digital Systems, Inc. and longtime SID member, will reveal what happened "Behind the Screens at the Beijing Summer Games." During the 2008 Summer Olympic Games in China, the "Bird's Nest" Stadium was aglow with over 2.5-million lumens of high-

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definition digital video images illuminated by 147 high-power digital projectors. Schmidt will walk attendees through the many unique challenges of the high-tech setup in an outdoor venue of this immense scale, and explain how these impressive displays contributed to the overall spectacle of this memorable event.

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