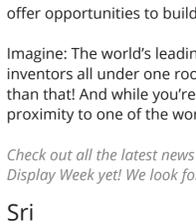
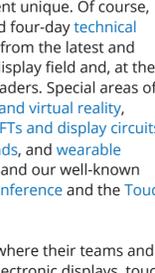


FEBRUARY 2016, ISSUE 2

Welcome

Welcome to the second edition of Inside Display Week 2016—where you'll find all the latest information about the must-see event of the year: **Display Week 2016**, which will be held May 22-27 in San Francisco. Only three months away, the show has exciting, new features lined up, including the New Product Showcase – a kind of “table of contents” where you'll see exhibitors' latest technology and inventions all in one place to help you map out your Display Week experience; and an up-close look at the latest in vehicle display technology. We are also continuing one of our most popular exhibits, the **I-Zone**, where you'll see emerging technology and prototypes for future display products.



In addition to the three-day exhibition, Display Week 2016 holds other great experiences that make this event unique. Of course, Display Week features our world-renowned four-day **technical symposium** – where you'll be able to learn from the latest and greatest technology developments in the display field and, at the same time, network with global industry leaders. Special areas of focus are the rapid growth of: **augmented and virtual reality, digital-signage display solutions, lighting, TFTs and display circuits on flexible substrates, vehicle displays and user-interface technology trends, and wearable displays.** We will also have our **Sunday Short Courses, Monday Seminars;** and our well-known **Business Conference, the Investors Conference, the Wearable-Flexible Conference and the Touch Conference** – all focused on the latest and greatest advancements.

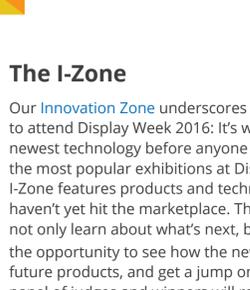
Industry CEOs are using Display Week as the once-in-a-year opportunity where their teams and staff members, can get the latest news, views and developments about electronic displays, touch screens and materials. Their teams return with ideas that impact their product roadmap and offer opportunities to build a larger ecosystem of suppliers.

Imagine: The world's leading technology display products, innovators, academics, scientists and inventors all under one roof – and you'll have the chance to experience it all. It doesn't get better than that! And while you're in San Francisco, you may also want to take advantage of its proximity to one of the world's most famous technology hubs, Silicon Valley.

Check out all the latest news below, **register today**, and join us for what we know will be the best Display Week yet! We look forward to seeing you in May.

Sri

Exhibitor News



New Product Showcase

For the first time ever, exhibitors will have the opportunity to present their newest products at the New Product Showcase. This unique exhibition, designed to provide attendees with a one-stop-shop where they can see the new products on display at the show, will be located right next to the I-Zone.

The Latest in Vehicle Display Technology

We are also developing an on-site exhibition featuring the latest innovations in vehicle display technology. Check our [website](#) often to find out more about this exciting demonstration.

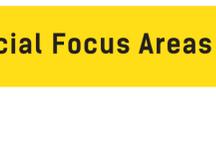
What people are saying about Display Week
Check out what exhibitors are saying about Display Week and why you should attend.



What's the Buzz?

The I-Zone

Our **Innovation Zone** underscores the No. 1 reason to attend Display Week 2016: It's where you'll see the newest technology before anyone else does. One of the most popular exhibitions at Display Week, the I-Zone features products and technology that haven't yet hit the marketplace. That means you'll not only learn about what's next, but you'll also have the opportunity to see how the newest technology can impact your own current and future products, and get a jump on the competition. I-Zone exhibitors are chosen by a panel of judges and winners will receive a free space to demonstrate their innovations. We thank E Ink for once again sponsoring the I-Zone. [Learn more.](#)



Networking, Networking and More Networking

We know that networking is an important part of the conference experience and that is why Display Week offers so many opportunities for you to connect with and learn from peers, colleagues, industry professionals and world-renowned scientists.

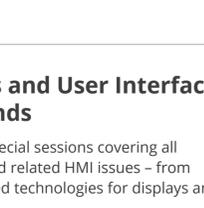
May 24-26, Lobby Networking Lounge, Moscone Center

The 2016 Lobby Networking Lounge will take place in the hip, subterranean level of the Moscone Center. Feel free to use the lounge for your casual meetings with industry colleagues. No reservation required.

May 25, Special Networking Event at the California Academy of Sciences (Sponsored by Merck)

A towering T. rex is the perfect juxtaposition of how far display technology has come. Don't miss your opportunity to hob-nob at this exciting off-site locale.

Join us at one of these, or one of our other special networking events.



Technical Symposium: Special Focus Areas



Augmented and Virtual Reality

These sessions will bring together scientists, analysts, engineers and marketing professionals to discuss advancements - from technology to applications and products.



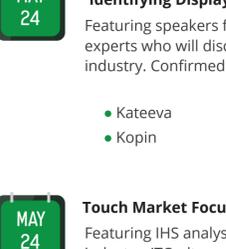
Digital-Signage Display Solutions

Curved, compound curve and flat formats are raising new questions in this arena, and DW 2016 will have the answers.



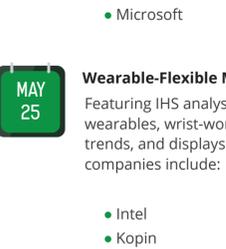
Lighting

Join these sessions to be illuminated about all aspects of solid-state lighting, with a focus on advances in materials, devices and implementation.



TFTs and Display Circuits on Plastic Substrates

This emerging technology has only begun to scratch the surface, but these informative sessions will dig deeper into the field.



Vehicle Displays and User Interface Technology Trends

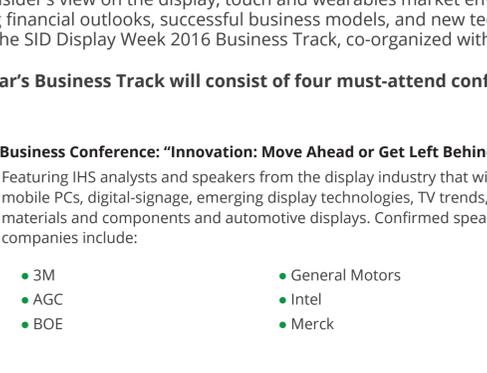
Ready, set, go to these special sessions covering all aspects of automotive and related HMI issues – from market trends to advanced technologies for displays and touch screens in vehicles.



Wearable Displays

Wearables have emerged as one of the most active fields in the technological world, and this special track will cover all aspects of the fascinating arena of wearable displays – from product and process design to user applications and wearable system integration.

THE CONFERENCE SCENE



Get the insider's view on the display, touch and wearables market environments including financial outlooks, successful business models, and new technologies at the SID Display Week 2016 Business Track, co-organized with IHS.

This year's Business Track will consist of four must-attend conferences.



Business Conference: "Innovation: Move Ahead or Get Left Behind"

Featuring IHS analysts and speakers from the display industry that will cover mobile PCs, digital-signage, emerging display technologies, TV trends, TV materials and components and automotive displays. Confirmed speaker companies include:

- 3M
- AGC
- BOE
- General Motors
- Intel
- Merck



Investors Conference, sponsored by Cowen and Company: "Identifying Display-Related Technologies that Investors Should Monitor"

Featuring speakers from Cowen and Company as well as display technology experts who will discuss advanced materials that will impact the future display industry. Confirmed speaker companies include:

- Kateeva
- Kopin
- Nanosys
- Universal Display



Touch Market Focus Conference

Featuring IHS analysts and speakers who will discuss the future of the touch industry, ITO alternatives, advanced input modes, and emerging applications for touch including digital-signage and automotive. Confirmed speaker companies include:

- Eastman Kodak
- Intel
- Microsoft
- SMART Technologies
- Synaptics



Wearable-Flexible Market Focus Conference

Featuring IHS analysts and speakers who will share insights about sensors for wearables, wrist-worn wearables, head-mounted wearables, including AR and VR trends, and displays and components for wearables. Confirmed speaker companies include:

- Intel
- Kopin
- TAG Heuer
- Tianma

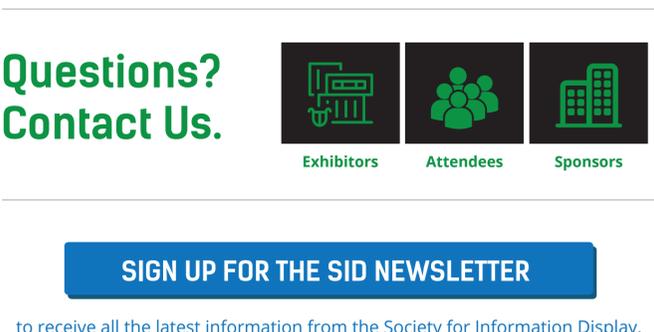
Important Dates



REGISTER NOW

to receive all the latest information from the Society for Information Display.

About San Francisco

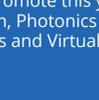


Known as the City by the Bay, San Francisco is also known as one of the most exciting cities in the world. The Golden Gate Bridge is only the beginning: Its bright lights and buzzing streets hold some of the world's finest restaurants, unique shops, best museums and most stunning architecture that make it a travel destination for foodies, shopaholics, families and – yes – conference goers. Whether you want to see a historical site like Alcatraz or take a trolley car to cruise up and down the city's rolling hills, or just enjoy a stunning view of the Pacific Ocean, San Francisco in the spring is definitely a treat.

Find out more about it:

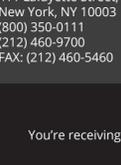
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Questions? Contact Us.



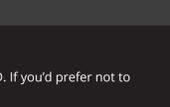
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SID thanks the support of several leading media, trade associations and partners who are once again helping promote this year's Display Week, including: IDTechEx, M&E Tech, oled-info.com, Photonics Spectra, Physics World, Solid State Technology, Veritas et Visus and Virtual Press Office/PR Newswire.