

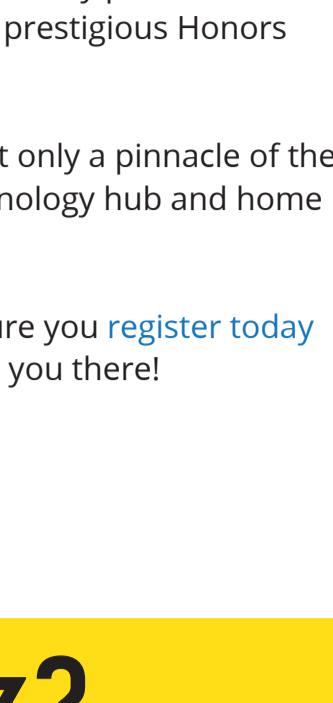


APRIL 2016, ISSUE 3

# Welcome

Welcome to the third edition of *Inside Display Week 2016*, your source for all the latest and greatest news about the industry's most innovative and exciting annual event.

With *Display Week 2016* right around the corner (May 22-27 in San Francisco), it's the perfect opportunity to let you know about all the exciting new features this year's event holds. For the first time, we're hosting a **CMO Forum** discussion, with five leading industry experts, that focuses specifically on the marketing challenges and trends unique to display technology. This special event complements our well-known forums, which provide valuable insights and the latest information about all aspects of the field, including the **Business Conference**, **Investors Conference**, the **Wearable-Flexible Conference** and the **Touch Conference**.



Sri Peruvemba  
President of the Society for Information Display

We're also excited to debut the **New Product Showcase**, where all exhibitors have been invited to share their hottest products in a dedicated space to give you a sneak-peek at what's in store at their individual booths.

Of course, we'll also have all the dynamic features you've come to expect from the world's leading exhibition in display technology, like our four-day **technical symposium** – where digital luminaries will discuss developments and trends in **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**. And this year's exclusive networking event will take you to the California Academy of Sciences where you can meet with peers and colleagues in an awesome setting that includes a towering *T.rex*.

Additionally, this issue highlights our keynote speaker lineup, featuring industry pioneers from Samsung, Japan Display (JD), Microsoft, and the recipients of our annual, prestigious Honors and Awards.

Topping it all off is this year's beautiful locale, San Francisco – which is not only a pinnacle of the California experience but is right next door to Silicon Valley, a global technology hub and home to some of the world's most innovative technology companies.

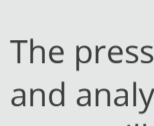
This year's Display Week will be one of the most exciting ever, so make sure you **register today** and take advantage of the **Early Bird Discount**. We look forward to seeing you there!

Sri

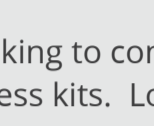
## What's the Buzz?

### New for DW 2016: Exclusive CMO Forum - May 25

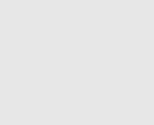
Join us for this exciting, new addition to our lineup, where leaders in display tech marketing will discuss today's hottest topics. Don't miss your opportunity to get the inside scoop on market trends, solutions for supply chain challenges, industry best practices – and much more – from our expert panel:



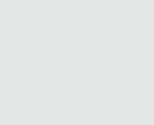
**Dr. Paul Apen**  
Chief Strategy Officer,  
E Ink Corporation



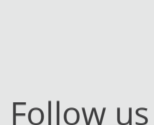
**Ms. Jennifer Davis**  
Chief Marketing Officer,  
Planar/Leyard International



**Dr. Al Green**  
Chief Executive Officer,  
Kent Displays



**Mr. Greg McNeil**  
Vice President,  
Flex



**Mr. Steve Squires**  
Chief Executive Officer,  
Quantum Materials Corporation

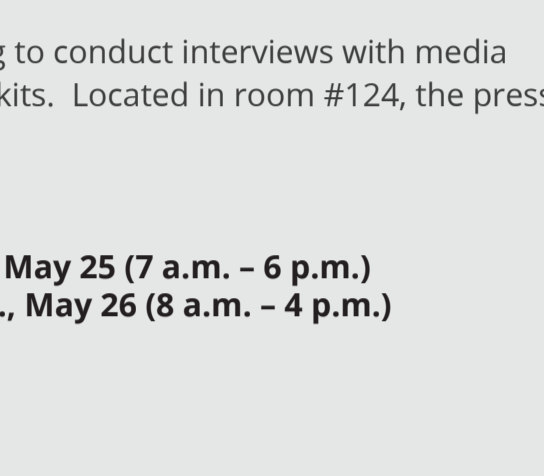
Mark your calendar for 8:30 a.m. on Wednesday the 25th!

### Honors & Awards Recipients Announced

Fifteen exceptional scientists, engineers, professors and business leaders are among the recipients of the **2016 Society for Information Display (SID) Honors and Awards**. These industry luminaries and highly talented professionals, chosen by the depth of their contribution to display technology, will be celebrated during SID's annual Honors and Awards Banquet on May 23.

### I-Zone to Showcase New Technology

Exclusive to Display Week, the annual **Innovation Zone (I-Zone)** provides a designated area in the exhibit hall for innovators to showcase the latest technology before it hits the marketplace. Twenty-four I-Zone participants have been accepted in a highly competitive process (see list below). Stop by the I-Zone exhibition area to learn about what's next in display technology, and see how it may impact your own current and future products. This year's I-Zone sponsor is E Ink.



- Atom Nanoelectronics, Inc.
- Beijing Institute of Technology
- Beijing Institute of Technology & 3Dragons LLC
- Chromatom, Inc.
- Columbia University
- CY Display
- FlexEnable
- Halation Photonics Corporation
- Hong Kong University of Science and Technology
- Irystec
- Lumii
- Maradin
- Memori Labs, Inc. with Intel RealSense
- Novasentis, Inc.
- nVerPlx
- Orbec 3D Technology International Inc.
- QD Laser, Inc.
- RAONTECH Co.
- RealD, Inc.
- Seattle Photonics
- Solchroma Technologies, Inc.
- Synaptics
- Terade, Inc.
- Visionect

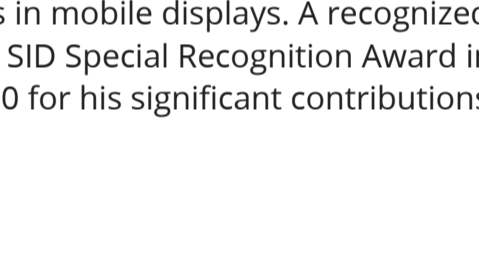
### Extra, Extra. Read All About It!

Display Week always brings in some of today's top-tier mainstream media, both print and broadcast, along with key electronics and display trades, bloggers and leading market analysts from around the globe. Exhibitors have the opportunity to tout their latest news during the annual press and analyst breakfast, which will be held Tuesday, May 24th at 7:00 a.m. For more information on how to get your news included in the roundup, contact [DisplayWeekPR@mcpr.com](mailto:DisplayWeekPR@mcpr.com).

The press room will be open for exhibitors looking to conduct interviews with media and analysts, or if you just need to drop off press kits. Located in room #124, the press room will be open at the following times:

- **Mon., May 23 (7 a.m. – 4 p.m.)**
- **Tues., May 24 (7 a.m. – 6:30 p.m.)**
- **Wed., May 25 (7 a.m. – 6 p.m.)**
- **Thurs., May 26 (8 a.m. – 4 p.m.)**

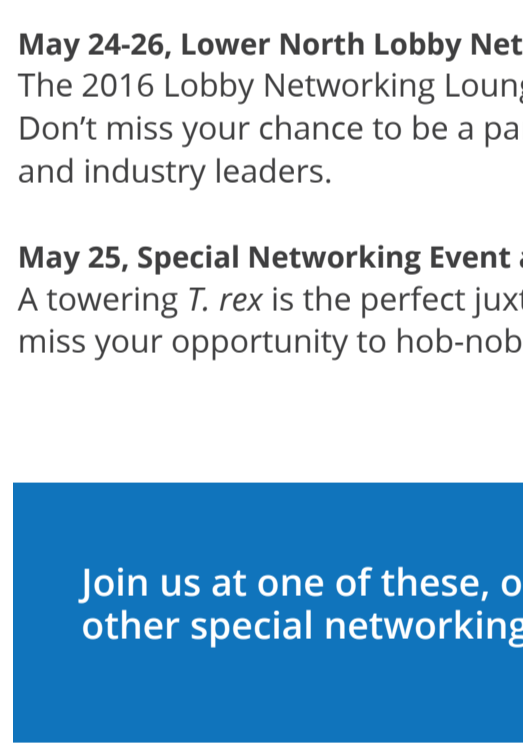
### Follow Us



Follow us on **Twitter**, **LinkedIn**, **Facebook** and **YouTube** (Display Week Channel) to keep abreast of the latest activities/announcements happening at Display Week. Right now, you can follow us on Twitter at [@DisplayWeek](https://twitter.com/DisplayWeek), and also share your own Display Week related tweets using hash tag [#DisplayWeek16](https://twitter.com/DisplayWeek16).

This year, Display Week will be co-located at Moscone Convention Center with IEEE's International Microwave Symposium (IMS2016). IMS, which is organized by the IEEE Microwave Theory and Technique Society, is the premier conference for attendees to learn about the latest information in the RF and microwave industry. Display Week attendees will have complimentary access to the IMS exhibit hall, but will have to register for an exhibit badge at the IMS registration desk. There will be some synergistic overlap with both conferences, especially in the areas of wearables and AR/VR. More information on IMS2016 and exhibit days/hours can be found at [www.IMS2016.org](http://www.IMS2016.org).

## Exhibitor News



### New Product Showcase

This year Display Week debuts a new exhibition area you won't want to miss: the **New Product Showcase**. This unique feature provides all exhibitors with the opportunity to place their newest and hottest products in one location – and attendees get a sneak-peek of what's at each exhibitor's booth. This preview provides a snapshot of the latest trends and products, and helps you plan your days to make the most of your Display Week experience. Whether you make it your first stop to see what the show has to offer, or check it out on your way off the floor to make sure you haven't missed anything new, the **New Product Showcase** is the show-within-the show you've been waiting for.

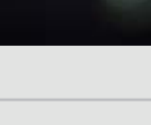
### Find Out What People Are Saying About Display Week

Display Week's reputation for bringing new display technology to the forefront is one of the biggest reasons thousands of attendees go to our annual exhibition. From the latest in LCD, quantum dots, OLED and electrophoretic to new developments in augmented and virtual reality, 3-D, wearables and touch, this dynamic international exhibition is your one-stop-shop for learning and networking with experts from around the globe. [Learn more](#) about what's in store for you when you join us in May.

## Speakers Showcase

Industry luminaries from around the world are joining Display Week 2016 to share their insights about current and future trends on a variety of subjects.

### Keynote Speakers



#### Dr. Sung-Chul Kim

Executive Vice-President and Chief of the Research Center,  
Samsung Display Co. Ltd., Gyeonggi-do, South Korea

**"Critical Technical Issues and the Future of Flexible OLED Displays"**

Dr. Kim's presentation will focus on the rapid growth of the information display market for TVs and mobile applications, and the paradigm shift toward new designs based on enhanced form factors and the creation of new applications. In his address, Dr. Kim will discuss the critical technical issues and core technologies for realizing an "anywhere/anytime display world."

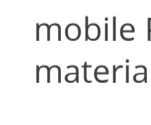


#### Mr. Hiroyuki Ohshima

Chief Technology Officer,  
Japan Display Inc., Tokyo, Japan

**"Opportunities and Challenges in Mobile Displays"**

Recent trends dictate that mobile displays require a high degree of integration of different technical elements, which leads to a challenging complexity of advanced technologies. In his address, Mr. Ohshima will discuss the outlook for the display industry, and key technologies to meet future opportunities in mobile displays. A recognized industry pioneer, Mr. Ohshima received a SID Special Recognition Award in 1995 and a SID Fellow Award in 2000 for his significant contributions to TFT and LTPS technologies.



#### Mr. Panos Panay

Corporate Vice President,  
Microsoft Devices

**"Devices of Today and the Future"**

Displays are windows into the virtual world that dissolve and mix the seams of our reality. Over the years they have changed the way we communicate and collaborate. In this address, Mr. Panay will explore the current and future device form factors and how display technology has and needs to enable them.

### Awards Luncheon Speaker



#### Professor Jitendra Malik, Ph.D.

Arthur J. Chick Professor

Computer Science Division, Department of Electrical Engineering  
and Computer Sciences, University of California, Berkeley

Dr. Malik's research group has worked on myriad topics in computer vision, computational modeling of human vision, computer graphics and the analysis of biological images – resulting in several well-known concepts and algorithms, such as anisotropic diffusion, normalized cuts, high dynamic range imaging, and shape contexts. A fellow of IEEE and the ACM, he holds several honors of distinction, including the Longuet-Higgins Prize (2007 and 2008); the PAMI-TC Distinguished Researcher in Computer Vision Award (2013) and the K.S. Fu Prize from the International Association of Pattern Recognition (2014). In 2015, he was elected to the National Academy of Sciences.

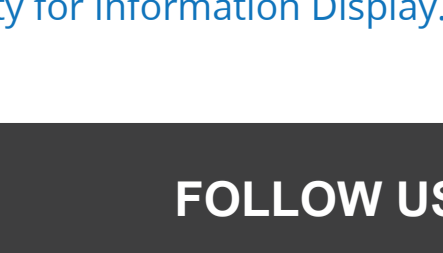
### Networking, Networking and More Networking

Display Week offers many opportunities for you to connect with and learn from peers, colleagues, industry professionals and scientists. Here are a few:

**May 24-26, Lobby North Networking Lounge, Moscone Center**  
The 2016 Lobby Networking Lounge will be in the subterranean center of the Moscone Center. Don't miss your chance to be a part of the in-crowd and meet other attendees, exhibitors and industry leaders.

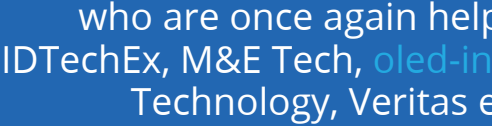
**May 25, Special Networking Event at the California Academy of Sciences (sponsored by Merck)**  
A towering *T. rex* is the perfect juxtaposition of how far display technology has come. Don't miss your opportunity to hob-nob in this exciting off-site locale.

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



## Technical Symposium: Special Focus Areas

At the forefront of tomorrow's advancements, DW 2016 will showcase the latest technology in these 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

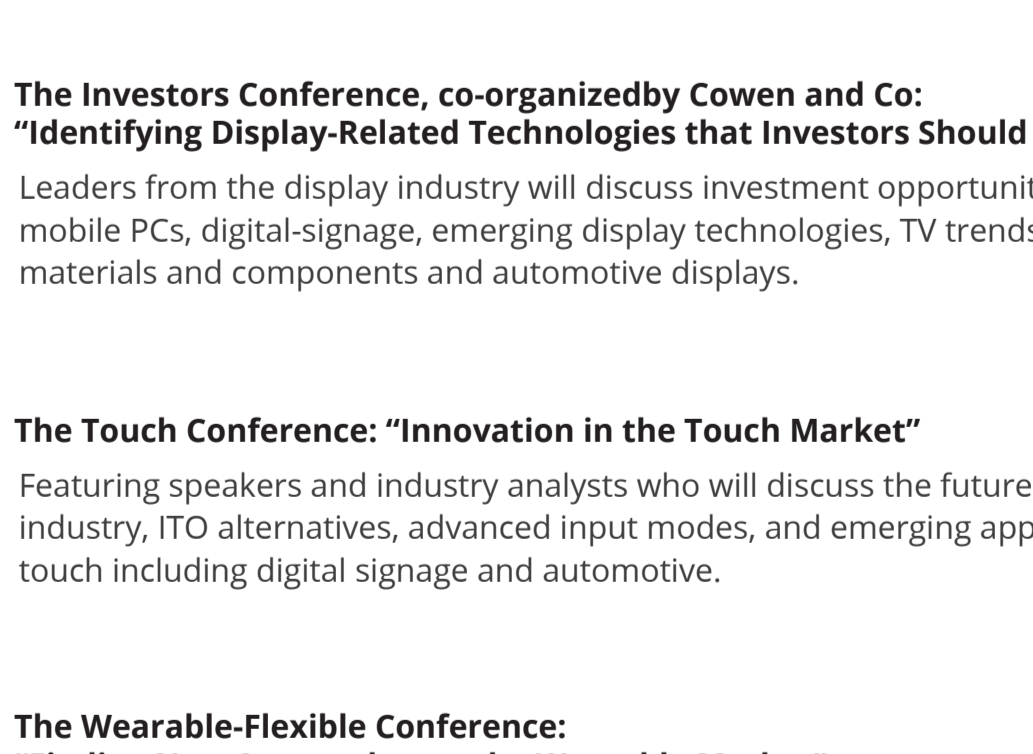
Ready, set, go to these special sessions covering all aspects of automotive and related HMI issues – from market trends to advanced technologies in displays and touch screens in vehicles.



### 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



There's still time to sign up for one of the dynamic conferences being presented at Display Week 2016. From the insider's view on the display, touch and wearables market environments to business opportunities and emerging technologies – our comprehensive Business Track forums will help you learn what you need to know.

Co-organized with IHS, this year's Business Track will consist of four must-attend conferences:



#### The Business Conference: "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.



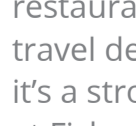
#### The Investors Conference, co-organized by Cowen and Co: "Identifying Display-Related Technologies that Investors Should Monitor"

Leaders from the display industry will discuss investment opportunities in mobile PCs, digital-signage, emerging display technologies, TV trends, TV materials and components and automotive displays.



#### The Touch Conference: "Innovation in the Touch Market"

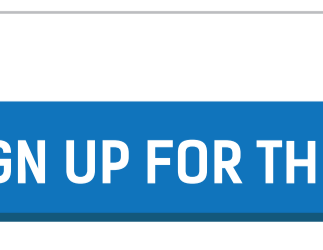
Featuring speakers and industry analysts who will discuss the future of the touch industry, ITO alternatives, advanced input modes, and emerging applications for touch including digital signage and automotive.



#### The Wearable-Flexible Conference: "Finding New Approaches to the Wearable Market"

Experts will share insights about sensors for wearables, wrist-worn wearables, head-mounted wearables, including AR and VR trends, and displays and components for wearables.

## Important Dates



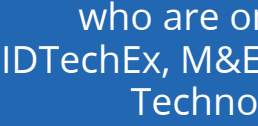
Application deadline for Best in Show



Early Bird Registration ends

### REGISTER NOW

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



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