

INSIDE DISPLAY WEEK 2020

Sneak Peek • Fall 2019



GLOBAL CONNECTIONS

San Francisco is one of the most iconic and exciting cities in the world. Adjacent to Silicon Valley, it's the ideal setting to mix business with pleasure during Display Week 2020, June 7-12. Connect with global leaders and pioneers, peers and colleagues at the display industry's most important international annual event, where you'll find the newest technology, products, applications and concepts that are changing the world before our eyes.

Quantum dots, machine learning, printed displays, microLED, AR/VR/MR, OLED, foldables, bendables, wearables – and more – await you at the [Moscone Center](#) in the heart of the City by the Bay.

"San Francisco isn't just another city," says Sri Peruvemba, chair of marketing and board member of the Society for Information Display. "It's a business and technology hub that rivals any other location on the West Coast, making it highly advantageous for those connected to the display industry."

Business gets done at Display Week – strategic partnerships are formed, next generation products are launched and tested, careers get made. From intensive learning opportunities – like the International Technical Symposium, the business and market focus conferences, and iconic keynote speakers – to more than 200 exhibitors showcasing the latest and greatest technology on the planet – to exclusive networking opportunities with global leaders to help you advance your career and expand your mind – this weeklong immersive experience has created a category of its own in the worldwide electronic display industry.

This special edition of Inside Display Week 2020 will give you a sneak peek behind the scenes of what you can expect when you advance the famous Golden Gate Bridge next June and take technology to the next level. We hope you enjoy it.



Sri Peruvemba
Chair of Marketing
Board Member
Society for Information Display



Share your knowledge, insights, forecasts and innovative thinking at the Society for Information Display's 57th International Technical Symposium at Display Week, June 7-12, 2020, in San Francisco, California.

Every year, this dynamic forum attracts global audiences interested in understanding the latest advances and forecasts in electronic display and related technologies. In addition to being shown to a worldwide audience at Display Week, these advancements are discussed in detail in the SID Symposium Digest, one of the most cited publications in display-related fields.

This year's Symposium will place emphasis on three special topics:

- Augmented Reality, Virtual Reality, and Mixed Reality
- Machine Learning for Displays (NEW)
- Printed Displays (NEW)

In addition to the new special topics, we've created many expanded areas of focus to address rapidly evolving display industry developments that give rise to groundbreaking advances and exciting emerging technologies.

The deadline for receipt of technical summaries/abstracts is **December 1, 2019**. Late-News abstracts/summaries will be accepted until **January 25, 2020**.

Find out more about the requirements and submit your outstanding ideas today.

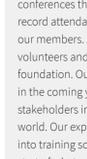
2020 CALL FOR PAPERS

Deadline: December 1, 2019



VIEWS FROM THE TOP

We asked Display Week leaders to share their thoughts about this weeklong extravaganza of sights and sounds that draws thousands of industry professionals from around the globe. Here's what they had to say.



Helge Seetzen
President, Society for Information Display

Q. What can people expect from Display Week 2020?

A. The electronic display industry is entering an exciting era with new technologies such as microLED, augmented reality and flexible solutions emerging rapidly. Display Week is the best place in the world to get a first glance at all these – and other – new concepts before they change our industry forever.

Q. What are the advantages of attending Display Week?

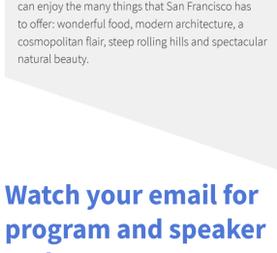
A. Display Week is a window into the future of our industry. Maybe even more importantly, it is the place where all stakeholders of our industry meet to do business. Unlike consumer-oriented trade shows, most of the 8,000+ attendees of Display Week are buyers, sellers or decision-influencing technologists.

Q. Who should attend Display Week?

A. Display Week offers something for everybody in our industry. The world-renowned International Technical Symposium and our Monday Seminars bring the newest technology to researchers and engineers. The business track conferences and networking programs provide a framework for deals across the supply chain. And the exhibition floor brings everybody together to marvel at the future.

Q. What's on the horizon for SID?

A. SID is at its strongest point ever. We have record membership of 5,700; we're hosting more conferences than we ever have (with many attracting record attendance); and we have more programs for our members. All this is supported by hardworking volunteers and, importantly, a strong financial foundation. Our Society will leverage these strengths in the coming years to provide more benefits to more stakeholders in our industry across more parts of the world. Our expansion to a headquarters in China and into training schools in multiple countries are just the start of what we have planned to make SID valuable for everybody – everywhere – in our industry.



Ruiqing (Ray) Ma
Program Chair for Display Week 2020

Q. What kind of programming can we look forward to at Display Week 2020?

A. We have three special topics that reflect the latest trends in the display industry: AR/VR/MR, Machine Learning for Displays and Printed Displays. Of course, regular tracks diligently put together by our program committee are the foundation of our technical program. Here, I expect we'll see other leading-edge topics, such as foldable displays, microLEDs and quantum dots – which I'm sure will continue to draw large audiences.

Q. How has programming changed in the past 5 years?

A. In the past 5 years, display technology and applications have gone through rapid changes, not only in the pace of progress, but also in the number of new entries. The program committee is very sensitive to the changes and has been proactive in communicating – in some cases promoting – the changes through the program design. One of the most important changes is the formalization of Special Topics and the creation of the position "Vice Program Chair," who may select papers from different committees to put together strong cross-discipline special sessions that better serve the display community.

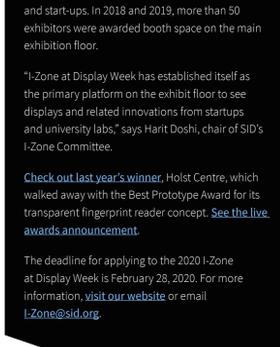
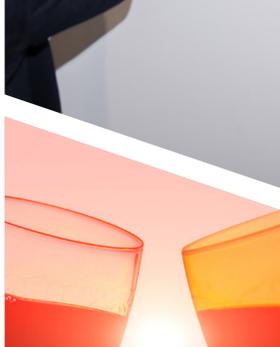
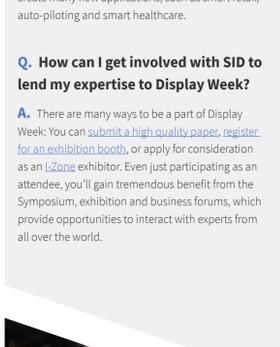
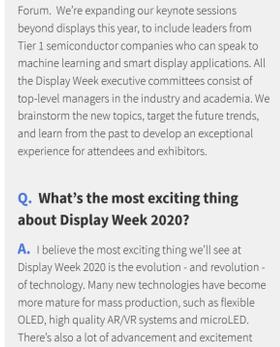
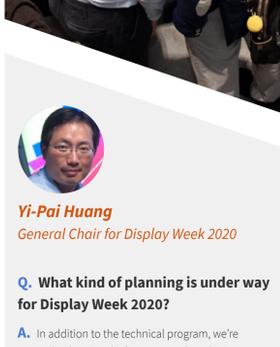
Q. How do you choose topics for the special sessions?

A. For special session topics, we asked the program committee members for their suggestions. Based on the input from this group of highly regarded display experts, and after consulting with the General Chair, Deputy Program Chair and other executive committee members, we decide on the final special topics.

Q. What makes San Francisco a great place to hold Display Week 2020?

A. As the second largest city in the California Bay Area, San Francisco offers the convenience of being right next to Silicon Valley – where you can get a lot of work done! And after the work is done, you can enjoy the many things that San Francisco has to offer: wonderful food, modern architecture, a cosmopolitan flair, steep rolling hills and spectacular natural beauty.

Watch your email for program and speaker updates!



**REGISTRATION OPENS
FEB. 1, 2020**

Display Week 2020
57th Annual International Symposium,
Seminar and Exhibition
June 7-12, 2020
Moscone Center, San Francisco, CA

Mark your calendars today!



JUNE 7-12, 2020 Symposium

JUNE 7 Sunday Short Courses

JUNE 8 Monday Seminars

JUNE 9-11, 2020 Exhibition

TUESDAY, JUNE 9
10:30 A.M. – 6:30 P.M.

WEDNESDAY, JUNE 10
9 A.M. – 5 P.M.

THURSDAY, JUNE 11
9 A.M. – 3 P.M.

TUESDAY, JUNE 9
5 – 6:30 P.M.

Networking Event

HAPPY HOLIDAYS

Wherever and however you celebrate the holiday season, we wish you well and look forward to seeing you in the new year.

Check our [website](#) anytime for updates about Display Week 2020.

About SID

The Society for Information Display (SID) is the only professional organization focused on the electronic display and visual information technologies industries. In fact, by exclusively focusing on the advancement of electronic display and visual information technologies, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products. The organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than 10 conferences a year, including Display Week, which brings industry and academia all under one roof to showcase technology that will shape the future. SID's global headquarters are located at 1415 S. Bascom Ave., Ste. 114, Campbell, CA 95008. For more information, visit [www.sid.org](#).

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Palisades Convention Management, Inc.
411 Lafayette Street, Suite 201
New York, NY 10003
(800) 350-0111 • (212) 460-9700