

Organizing Committee

- Mr. Ben P. DiCicco** (Chrysler)
Co-General Chair
- Mr. Mark Larry** (Ford)
Co-General Chair
- Mr. Brian Dehmlow** (Yazaki)
Co-Program Chair
- Prof. Jerzy Kanicki** (U of Michigan)
Co-Program Chair
- Dr. Vivek Bhise** (U of Michigan)
- Dr. Vyacheslav Birman** (Siemens)
- Mr. Robert Donofrio** (Display Consultants)
- Dr. Darrel G. Hopper** (U.S.A.F Lab)
- Mr. Silviu Pala** (Denso)
- Ms. Kimberly Peiler** (Osram Opto Semiconductors)
- Dr. John Troxell** (Delphi)
- Mr. Nick Vergith** (General Dynamics)

Exhibitors (as of 9/26/08):

- 3M (Demo Car Outside Main Entrance)
- Continental (Demo Car Outside Main Entrance)
- Digital Dash Ltd.
- Futaba Corporation of America
- Global Lighting Technologies
- Hamamatsu Corporation
- Konica Minolta Sensing Americas, Inc.
- MacDermid Autotype Ltd
- OmniVision Technologies, Inc.
- OSRAM Opto Semiconductors
- Sharp Microelectronics Corp. of America
- SMK Electronics Corp.
- Toshiba America Electronics Components, Inc.
- Yazaki North America

Panelists (Session 6):

- Mark Larry** (Ford Motor Company)
- Steve Stringfellow** (General Motors)
- Andrew Harbach** (Delphi CTCM)
- Edward Buckley** (Light Blue Optics)
- Werner Eckardt** (Continental Corporation)
- Joel Domino** (Kent Displays, Inc.)
- Randy Griffin** (Chrysler)
- Ken Murphy** (NSI)
- Brian Dehmlow** (Yazaki)

Sponsors:



THURSDAY, OCTOBER 16

- 7:30 am - 8:30 am **REGISTRATION AND REFRESHMENTS**
- 8:30 am - 8:45 am **Welcoming Remarks** - Ben DiCicco, Symposium Co-Chair, *Chrysler Automotive, Auburn Hills, MI* and Mark Larry, Symposium Co-Chair, *Ford Motor Company, Dearborn, MI*
- 8:45 am - 9:30 am **Keynote Address - Modern Display Integration** - Michael Heimrath, *BMW Group, Munich, Germany*
- 9:00 am - 5:00 pm **TABLETOP EXHIBITS OPEN**

SESSION 1: AUTOMOTIVE MARKET (9:30 am - 11:00 am)

Co-Chairs: **B. DiCicco** - *Chrysler Automotive, Auburn Hills, MI*; **M. Larry** - *Ford Motor Company, Dearborn, MI*

- 9:30 am - 10:00 am **INVITED ADDRESS - Automotive Digital Display Trends**
E. Juliussen - *iSuppli Corp., Santa Clara, CA*
- 10:00 am - 10:30 am **INVITED ADDRESS - Status of Automotive Displays in 2008**
D. Maunu - *Tianma Microelectronics (USA) Inc., City of Industry, CA*
- 10:30 am - 11:00 am **INVITED ADDRESS - Vehicular Flat Panel Displays Technology and Trends - E-Paper Displays**
S. Pala - *Denso International America, Southfield, MI*
- 11:00 am - 11:30 am **Refreshment Break (Tabletop Area)**

SESSION 2: APPLICATION ISSUES WITH VEHICULAR DISPLAYS & LIGHTING (11:30 am - 12:30 pm)

Co-Chairs: **V. Birman** - *Continental Corporation, Auburn Hills, MI*; **J. Troxell** - *Delphi CTCM, Auburn Hills, MI*

- 11:30 am - 11:50 am **Kinematics for On-Board Monitors**
R. Kissel - *Continental Automotive, Germany*
- 11:50 am - 12:10 pm **Measurement Method for Optical Characteristics of Flexible Vehicle Displays**
B-J Wen, H-Y Ko, C-H Chen and Z-Y Chung - *ITRI, Taiwan*
T-S Liu - *National Chiao Tung University, Taiwan*
- 12:10 pm - 12:30 pm **Reconfigurable Instrument Panel Controls**
T. D. Pryor - *Digital Dash Ltd., Montreal, Canada*
- 12:30 pm - 12:40 pm **SID ANNOUNCEMENTS AND AWARDS**
- 12:40 pm - 1:55 pm **LUNCH (Tabletop Exhibits Open)**

SESSION 3: DISPLAYS & LIGHTING TECHNOLOGIES FOR VEHICULAR APPLICATIONS (1:55 pm - 3:35 pm)

Co-Chairs: **K. Peiler** - *Osram Opto Semiconductors, Canton, MI*; **R. Donofrio** - *Display Device Consultants, Ann Arbor, MI*

- 1:55 pm - 2:25 pm **INVITED ADDRESS - Development of High Contrast LCDs for Vehicles**
H. Yamada, K. Fujioka, K. Hongo, M. Saitoh, K. Ogawa, T. Furukawa, I. Konishi and S. Shimada - *Sharp Corporation, Japan*
- 2:25 pm - 2:45 pm **Advances in LED Technology for Display and Lighting Applications in Vehicular Use**
F. Nguyen - *OSRAM Opto Semiconductors, Inc., Santa Clara, CA*
- 2:45 pm - 3:05 pm **One LED Per Gage Backlighting**
V. Birman, W. Eckardt and S. Thayer - *Continental Corporation, Auburn Hills, MI*
- 3:05 pm - 3:35 pm **INVITED ADDRESS - Solid-State Lighting for Automotive Applications: How Nanotechnology Can Play a Role**
P. C. Ku - *University of Michigan, Ann Arbor, MI*
- 3:35 pm - 3:55 pm **Refreshment Break (Tabletop Area)**

SESSION 4: HUMAN-VEHICLE-INTERFACE (A.K.A. HMI) AND SYSTEM SOLUTIONS (3:55 pm - 5:45 pm)

Co-Chairs: **V. Bhise** - *University of Michigan, Dearborn, MI*; **B. Dehmlow** - *Yazaki, Canton, MI*

- 3:55 pm - 4:25 pm **TUTORIAL - Designing Automotive Head-up vs. Head-down Displays - A Human Factors Tutorial**
V. Bhise - *University of Michigan, Dearborn, MI*
- 4:25 pm - 4:45 pm **Simulated Mesopic Night Driving and Glare Effects on Driver Visual Response Time to Low Luminance Red and Green Dashboard Lighting**
R. Donofrio - *Display Device Consultants, Ann Arbor, MI*
- 4:45 pm - 5:05 pm **3-D Displays Using the Artificial Motion Parallax Technique for Car Navigation Systems: Improvement by Using Interaction With Knowledge/Familiarity on Object Size**
M. Suzuki, K. Uehira and Y. Kadota - *Kanagawa Institute of Technology, Japan*
- 5:05 pm - 5:25 pm **Heads-Up 3-D Display for Car Navigation Using Artificially Generated Motion Parallax: Dependence of Perceived Depth of Display Image on its Real Depth**
K. Uehira and M. Suzuki - *Kanagawa Institute of Technology, Japan*
- 5:25 pm - 5:45 pm **Laser Projection Graphics Display**
D. Cui and T. Seder - *General Motors, Warren, MI*

FRIDAY, OCTOBER 17

- 8:00 am - 9:00 am **REGISTRATION AND REFRESHMENTS**
- 9:00 am - 12:00 pm **TABLETOP EXHIBITS OPEN**

SESSION 5: ADVANCED TECHNOLOGIES FOR DISPLAYS and/or VEHICLE APPLICATIONS (9:00 am - 12:40 pm)

Co-Chairs: **J. Kanicki** - *University of Michigan, Ann Arbor, MI*; **S. Pala** - *Denso International America, Southfield, MI*

- 9:00 am - 9:30 am **TUTORIAL - Amorphous Metal Oxide Thin-Film Transistors for Flexible Displays**
J. Kanicki - *University of Michigan, Ann Arbor, MI*
- 9:30 am - 10:00 am **INVITED ADDRESS - Nanowire Devices and Their Applications to Displays**
E. N. Dattoli, K-H Kim and W. Lu - *University of Michigan, Ann Arbor, MI*
- 10:00 am - 10:20 am **RF Sputter a-InGaZnO Thin Film Transistors for Flat Panel Displays**
C. Chen, T-C Fung and J. Kanicki - *University of Michigan, Ann Arbor, MI*
K. Abe and H. Kumomi - *Canon, Inc., Japan*
- 10:20 am - 10:40 am **PLD Amorphous In-Ga-Zn-O TFTs for Future Optoelectronics**
T-C Fung and J. Kanicki - *University of Michigan, Ann Arbor, MI*
- 10:40 am - 11:00 am **Refreshment Break (Tabletop Area)**
- 11:00 am - 11:20 am **ZnO Thin-Film Transistors for Transparent Displays**
W. E. Bowen, E. Cagin and J. D. Phillips - *University of Michigan, Ann Arbor, MI*
- 11:20 am - 11:50 am **INVITED ADDRESS - Flexible Reflex Displays and Unique Applications In Automotive Environments**
J. Domino - *Kent Displays, Inc., Kent, OH*
- 11:50 am - 12:20 pm **INVITED ADDRESS - Full Color Holographic Laser Projection HUD**
E. Buckley and D. Stindt - *Light Blue Optics, Cambridge, UK*
- 12:20 pm - 12:40 pm **Flexible AMOLEDs for Vehicle Display Applications**
J. Silvernail, R-Q Ma, M. Hack and J. J. Brown - *Universal Display Corporation, Ewing, NJ*
- 12:40 pm - 1:45 pm **LUNCH (Pizza and drinks)**

SESSION 6: SAE/ISO UPDATES/PANEL DISCUSSION (1:45 pm - 3:00 pm)

Co-Chairs: **S. Pala** - *Denso International America, Southfield, MI*; **B. DiCicco** - *Chrysler Automotive, Auburn Hills, MI*

- 1:45 pm - 2:00 pm **SAE/ISO updates (VFPD; Speedo/Odometer; ISO 15008)**
- 2:00 pm - 3:00 pm **PANEL DISCUSSION - Display Integration and Future Display Opportunities**