THURSDAY, OCTOBER 23, 2014

8:00 – 8:30 am REGISTRATION AND REFRESHMENTS

9:00 am – 5:00 pm TABLETOP EXHIBITS OPEN

8:30 – 8:40 am Welcoming Remarks
Thomas Seder, General Motors Global Research and Development, Warren, MI

8:40 – 9:25 am KEYNOTE ADDRESS
Insightful HMI for the Future Connected Car
Mr. Jeff Lee, Research Fellow, VIH Team, Smart Car R&D Lab,
LG Electronics, Seoul, Korea

9:25 – 10:00 am Refreshment Break (Tabletop Area)

SESSION 1: AUTOMOTIVE MARKET (10:00 – 10:50 am)
Co-Chairs: Silviu Pala, Denso International America, Southfield, MI
Michael Boyd, Yazaki North America, Canton, MI

10:00 – 10:30 am INVITED ADDRESS
1.1 Changing Market Dynamics in Automotive Displays & HMI
Mark Boyadjis, IHS Automotive, Minnetonka, MN

10:30 – 10:50 am Touch and Touchless Control for Automotive Market
1.2
Jennifer Colegrove, Touch Display Research Inc., Santa Clara, CA

SESSION 2: EXHIBITOR PRESENTATIONS (10:50 am – 12:00 pm)
Chair: John Troxell, Consultant, Sterling Heights, MI

12:00 – 1:30 pm LUNCH (Tabletop Exhibits Open)
1:30 – 2:15 pm  
**TUTORIAL**  
Information Architecture for In-Vehicle Displays  
Thomas Seder, *General Motors Global Research and Development, Warren, MI*

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**SESSION 3: APPLICATIONS**  
(2:15 – 5:30 pm)

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**Co-Chairs:**  
Eric Miciuda, *Continental Corporation, Auburn Hills, MI*  
Bruce Banter, *Tech-D-P Inc., Northville, MI*

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2:15 – 2:35 pm  
**Display Backlight Thermal Management Utilizing Flexible Graphite Heat Spreader as a Light Engine Board**  
Alex Augoustidis, Richard Beyerle, Greg Kramer and Ryan Wayne, *GrafTech International Ltd., Cleveland, OH*

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2:35 – 2:55 pm  
**All Inkjet-Printed Automotive Touch Screens to Replace ITO**  
Michael Grouchko and Robert Even, *ClearJet, Yokneam, Israel*

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2:55 – 3:15 pm  
**The Snap-Cure Optical Bonding for Automotive Display**  
Makoto Sakakibara, *Momentive Performance Materials, Tokyo, Japan*

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3:15 – 3:50 pm  
**Refreshment Break (Tabletop Area)**

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3:50 – 4:10 pm  
**Liquid Crystal Light Shutter for Vehicular Applications**  
Byeong-Hun Yu, Jae-Won Huh, Joon Heo, and Tae-Hoon Yoon, *Pusan National University, Busan, Korea*

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4:10 – 4:30 pm  
**P-Ink: Flexible, Low Power, Reflective Color**  
Andre Arsenault, *Opalux, Toronto, Ontario, Canada*

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4:30 – 4:50 pm  
**Automotive Automatic Luminance Control**  
Paul Weindorf, *Visteon Corporation, Van Buren Township, MI*

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4:50 – 5:10 pm  
**Solutions for Automotive Displays That Have Been Proven in Avionics Environments**  
Joseph Tchon and Tracy Barnidge, *Rockwell Collins Inc., Cedar Rapids, IA*

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5:10 – 5:30 pm  
**Data Bus Efficiency**  
Gregory Young, *I-PEX USA LLC, Austin, TX*

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7:00 – 9:00 pm  
Optional Dinner at Big Fish Seafood Bistro  
Additional Charge (See Registration Form)
FRIDAY, OCTOBER 24, 2014

7:30 – 8:00 am  REGISTRATION AND REFRESHMENTS

8:00 am – 12:00 pm  TABLETOP EXHIBITS OPEN

SESSION 4: ADVANCED TECHNOLOGIES FOR DISPLAYS AND/OR VEHICLE APPLICATIONS  (8:00 - 9:40 am)

Co-Chairs: Jerzy Kanicki, University of Michigan, Ann Arbor, MI,
           Robert Donofrio, Display Device Consultants LLC, Ann Arbor, MI

8:00 – 8:20 am  Wide Color Gamut Phosphor Film Investigation
4.1  for Automotive Applications
Brian Hayden, Paul Weindorf and Kong Lor,
Visteon Corporation, Van Buren Township, MI
Yasushi Ito and Nelly Soudakova, Dexertials Corporation, Japan

8:20 – 8:40 am  Structural Color Filters with High Angular Tolerance
4.2  Exploiting Strong Interference Behaviors in Ultrathin Semiconductors
Kyu-Tae Lee, Sungyong Seo, Jae Yong Lee and L Jay Guo,
University of Michigan, Ann Arbor, MI

8:40 – 9:00 am  Ultra-light and -thin Hybrid Photovoltaics with
4.3  High Quantum Efficiency and Customized Color and Patterns
Kyu-Tae Lee, Jae Young Lee and L. Jay Guo,
University of Michigan, Ann Arbor, MI

9:00 – 9:20 am  Dynamic Characteristics of a-InGaZnO and Amorphous Silicon
4.4  Thin-Film Transistors for Ultra High Definition Active Matrix
     Flat Panel Displays
Eric K-H. Yu, Rui Zhang, Linsen Bie, Alex Kuo and Jerzy Kanicki,
University of Michigan, Ann Arbor, MI

9:20 – 9:40 am  Flexible Flat-Panel Display Designs with Gate Driver
4.5  Circuits Integrated within the Pixel Area
Hidefumi Yoshida, Kohei Tanaka, Mitsuhiro Murata, Takeshi Noma,
Takayuki Nishiyama, Ryo Yonebayashi, Masayuki Kanehiro and
Yohei Nakanishi, Sharp Corporation, Nara, Japan

9:40 – 10:00 am  Refreshment Break (Tabletop Area)
SESSION 5: HUMAN-VEHICLE-INTERFACE (AKA HMI) AND SYSTEM SOLUTIONS
(10:00 - 11:20 am)

Co-Chairs: Vivek Bhise, University of Michigan-Dearborn, MI
            Shannon O’Day, Ford Motor Company, Dearborn, MI

10:00 – 10:20 am  Systematic Haptic Design for Automotive Interactions
  5.1 Chris Ullrich, Neil Olien and Iva Segalman, 
        Immersion Corporation, San Jose, CA

10:20 – 10:40 am  Modifying Commercial Displays for Affordable
  5.2 Sunlight Readable Performance
        John Thomas, Ottawa, Ontario, Canada

10:40 – 11:00 am  Experimental Characterization of Determining Automotive Display
  5.3 Performance Based on White Shirt Reflection Method and Light
        Transmission Method
        Vyacheslav Birman and Xiaona Li, Continental Corporation, Auburn Hills, MI
        Silviu Pala, Denso International America, Southfield, MI

11:00 – 11:20 am  Automated Visual Inspection of Automotive Flat Panel Displays
  5.4 Doug Kreysar, Radiant Zemax LLC, Redmond, WA

SESSION 6: HEAD UP DISPLAYS
(11:20 am - 12:20 pm)

Co-Chairs: Mark Larry, Ford Motor Company, Macomb, MI
            Vyacheslav Birman, Continental Corporation, Auburn Hills, MI

11:20 – 11:40 am  A Full Windshield HUD on a Novel Optic-Clear
  6.1 Emissive Projection Screen
        Ted Sun, Bolt Cheng and Frank Xu, Sun Innovations Inc., Fremont, CA

11:40 – 12:00 pm  Augmented Reality Human-Machine Interface:
  6.2 Defining Future Display Technology
        Dan Cashen and Emily Robb, N.S. International Ltd., Troy, MI

12:00 – 12:20 pm  Virtual Reality Meets Automotive
  6.3 Christophe Wache, Robert Bosch LLC, Farmington, MI

12:20 – 1:30 pm  LUNCH
SESSION 7: PANEL DEBATE: HMI Regulation & Standards Related to Displays & Interfaces (1:30 – 3:00 pm)

Moderator:  Linda Angell, Touchstone Evaluations, Inc., Detroit, MI

Panelists:  Lawrence Smythe, Nissan  SAE Human Factors & Safety Standards
           Silviu Pala, Denso  SAE Standards Related to Displays
           John Shutko, Ford  ISO Standards Related to Ergonomics
           John Campbell, Battelle  Human Factors Design Principles for the Driver Vehicle Interface