TUESDAY, SEPTEMBER 25, 2018

7:30 – 8:30 am  REGISTRATION AND REFRESHMENTS

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

8:30 – 9:00 am  Welcoming Remarks
25th Anniversary Presentation
Local SID Chapter Awards
Bob O’Brien, Display Supply Chain Consultants, Ann Arbor, MI, USA
Silviu Pala, Automotive Display, Southfield, MI, USA

9:00 – 9:45 am  KEYNOTE ADDRESS
Voice of the Customer: Displays as a Trust Enabler
Kristin Kolodge, Executive Director of Driver Interaction and Human Machine Interface (HMI)
J.D. Power, Troy, MI, USA

9:45 – 10:00 am  Refreshment Break

SESSION 1: AUTOMOTIVE MARKET  (10:00 – 11:00 am)
Co-Chairs:  Silviu Pala, Automotive Display, Southfield, MI, USA
Michael Boyd, Yazaki North America, Canton, MI, USA

10:00 – 10:20 am  INVITED ADDRESS
1.1  Evolving Technologies and Supply Chain in Automotive Display Segments
Brian Rhodes, IHS Markit, Southfield, MI, USA

10:20 – 10:40 am  INVITED ADDRESS
1.2  Automotive Touch, Touchless Control, Advanced Display and Smart Windows Market Forecast
Jennifer Colegrove, Touch Display Research, Inc., Santa Clara, CA, USA

10:40 – 11:00 am  INVITED ADDRESS
1.3  Global Display Industry Markets and Technologies
Bob O’Brien, President
Display Supply Chain Consultants, Ann Arbor, MI, USA
SESSION 2: EXHIBITOR PRESENTATIONS (11:00 am – 12:30 pm)
Co-Chairs: Bruce Banter, Tech-D-P Inc., Northville, MI, USA
Eric Miciuda, Continental Corporation, Auburn Hills, MI, USA

12:30 – 2:00 pm LUNCH

SESSION 3: Poster Presentations (2:00 – 2:45 pm)
Chair: David Lambert, Panasonic, Newark, NJ, USA

P.1 New Grade of Automotive Optically Clear Adhesives to Enable Future Applications
Olivier Wang and William Edmonds, 3M, St. Paul, MN, USA

P.2 UV-durable, Water Repellent Coatings for Automotive Applications
Yoshiaki Honda, Hisashi Mitsuhashi, Masatoshi Nose, Daikin Industries, LTD., Osaka, Japan
Chad Meserole, Daikin America, Inc., Decatur, AL, USA

P.3 Improvement the Automotive-Photo-Alignment Image Sticking by Optimizing the Crosslinking of Alignment Layer
Zhongyi Wan, Jiandong Wang, Fan Tian, Xiongping Li, Tianma Corporation, Shanghai, China

P.4 Polyurethane OCA Suitable for Optical Bonding with Plastic Cover Materials
Yuki Yabuta, BANDO Chemical Industries, Ltd., Tokyo, Japan

P.5 Anti-Reflective Films for Vehicle Displays Application
Nizamidin Japar, Hideki Etori, Tetsuhiro Sasagawa, Kimoto Tech, GA, USA

2:45 – 3:00 pm Refreshment Break

SESSION 4: New Display Solutions (3:00 – 6:00 pm)
Co-Chairs: Bob O’Brien, Display Supply Chain Consultants, Ann Arbor, MI, USA
Jerzy Kanicki, University of Michigan, Ann Arbor, MI, USA

3:00 – 3:20 pm

4.1 Carbon Fiber TIM Thermal Solution Investigation for Maximizing System Power
Hiroyuki Ryoson and Sergey Bolotov, Dexerials Corporation, Shimotsuke, Tochigi, Japan
Robert Wilder and Jingting Wu, Dexerials Corporation, San Jose, CA, USA
Pengwei Sun and Brian Chu, Infineon Technologies AG, El Segundo, CA, USA
Alfred Hesener, Infineon Technologies AG, Munich, Bavaria, Germany
3:20 – 3:40 pm Advanced Performance of a-Si TFT-LCD Display for High-Standard Automotive Applications
Baosheng Feng, Yongli Yao, Jiandong Wang, Fan Tian, Meilin Wang, Xiongping Li, Tianma Corporation, Shanghai, China

3:40 – 4:00 pm Effects of a-Si TFT’s Leakage Current on Vehicle Image Sticking
Fucheng Lv, Wenjun Dai, Jiandong Wang, Yang Yu, Meilin Wang, Fan Tian, Xiongping Li, Tianma Micro-Electronic Group, Shanghai, China

4:00 – 4:20 pm Requirements on the Characterization of Optical Display Attributes for Automotive Applications
Ingo Rotscholl and Udo Kruger, TechnoTeam Bildverarbeitung GmbH, Ilmenau, Germany

4:20 – 4:40 pm A-Si TFT LCDs Freeform Design for Automotive Application
Shumian Xu, Wenjun Dai, Meilin Wang, Chuanzhi Xu, Gang Qin, Fan Tian, Xiongping Li, Tianma Micro-Electronics Group, Shanghai, China

4:40 – 5:00 pm Advanced Compensation Technology for AMOLED Automotive Displays
Shuenn-Jiun Tang and Junhu He, Ignis Innovation Inc., Waterloo, Ontario, Canada

5:00 – 5:20 pm Mini-LED Enhanced High Dynamic Range LCD for Automotive Displays
Yuge Huang, Guanjun Tan, Shin-Tson Wu, College of Optics and Photonics, University of Central Florida, Orlando, FL, USA

5:20 – 5:40 pm The Materials and Process for Curved Automotive Displays
Takeshi Mori, SCREEN Laminatech Co., Ltd., Osaka, Japan

5:40 – 6:00 pm Hard Coated Plastic Film for Cover Lens of Flat and 3D Shape Display
Shintaro Ozaki, Riken Technos Corp., Tokyo, Japan

SESSION 5: Featured Speaker Followed by Open Audience Interaction

Moderator: Bob O’Brien, Display Supply Chain Consultants, Ann Arbor, MI, USA

6:00– 7:15 pm Design of Automation Behavior and Interfaces in Support of Human-Machine Teaming
Dr. Nadine Sarter, University of Michigan, Ann Arbor, MI, USA

7:30 – 10:00 pm Optional Dinner at Burton Manor
Additional Charge (See Registration Form)
WEDNESDAY, SEPTEMBER 26, 2018

7:30 – 8:00 am  REGISTRATION AND REFRESHMENTS

9:00 am – 2:00 pm  TABLETOP EXHIBITS OPEN

TUTORIAL (8:00 -8:30 am)

8:00 – 8:30 am  Spectral Factors Influencing Visibility and Appearance of Automotive Displays
John Bullough, Director of Transportation and Lighting Systems, Lighting Research Center, Rensselaer Polytechnic Inst., Troy, NY, USA

SESSION 6: METROLOGY  (8:30 -10:10 am)

Co-Chairs: Kimberly Peiler, OSRAM Opto Semiconductors, Inc., Novi, MI, USA
Vyacheslav Birman, Continental Corporation, Auburn Hills, MI, USA

8:30 – 8:50 pm  Metrological Challenges of Curved Displays
6.1
Martin Wolf, Michael Becker, Jürgen Neumeier, Instrument Systems GmbH, Munich, Germany

8:50 – 9:10 am  Border Fade Pattern for a Segmented Active Polarizer Dimmable Lens
6.2
Brian Hayden, Paul Weindorf, Elijah Auger, Visteon Corporation, MI, USA
Pedro Coutino Soto, AlphaMicron Inc., Kent, OH, USA

9:10 – 9:30 am  Comprehensive Display Measurement
6.3
Kevin Lange, Konica Minolta Sensing Americas Inc., Ramsey, NJ, USA
Michael Becker, Instrument Systems GmbH, Munich, Germany

9:30 – 9:50 am  Understanding and Applying Standards-Based Display Testing for Camera Monitor Systems
6.4
Matt Scholz, Radiant Vision Systems, Redmond, WA, USA

9:50 – 10:10 am  Influence of the Top Polarizer of a Vehicle Display on its Performances Under Variable Illumination Conditions
6.5
Pierre Boher and Theirry Leroux, ELDIM, Hérouville St. Clair, France

10:10 – 10:20 am  Refreshment Break (Tabletop Exhibits Open)
SESSION 7:  Touch/Driver Interface (10:20 am – 11:40 am)

Co-Chairs:  Bruce Banter, Tech-D-P Inc., Northville, MI, USA
            Drew Harbach, Paccar, Denton, TX, USA

10:20 – 10:40 am  Touch and Display Integration for Human Interfaces in Automotive Vehicles

7.1 Petr Shepelev and John Brady, Synaptics Inc., San Jose, CA, USA

10:40 – 11:00 am  Linear Correlating Infrared Touch Screens

7.2 Rob McCulloch, Guy Duxbury, Albert David, A D Metro, Ottawa, Ontario, Canada

11:00 – 11:20 am  Bringing Conformable Plastic OLCDs to Car Interiors – Benefits and Manufacturing

7.3 Simon Jones, FlexEnable Ltd., Cambridge, UK

11:20 am – 11:40 am  Localized Haptic Feedback under Flexible Displays for Vehicle Mechanical Button Replacement

7.4 Cesar Ocampo Mesut Eraslan, Mukulvarma Penmatcha, Kevin Yeap, Alfredo Garcia, Hetal Savaliya, Lipika Bhattacharya, Dheeraj Kurada, Bryce Bingham, Karthik Nagendran, Charles Alexander, Sudeep Sharma, Curtis Bradford, Flex Innovation Labs, Milpitas, CA, USA

11:40 – 1:30 pm  LUNCH

SESSION 8:  HUD (1:30 pm – 2:50 pm)

Co-Chairs:  Ross Maunders, FCA USA LLC, Auburn Hills, MI, USA
            Dan Cashen, DAQRI, Rochester Hills, MI, USA

1:30 – 1:50 pm  EviyOS® Technology for Automotive Exterior Projection

8.1 Kevin Kruse, David Rousseau, Kimberly Peiler, OSRAM Opto Semiconductors Inc., Novi, MI, USA

1:50 – 2:10 pm  Manufacturing of Transparent Holographic Components for Heads Up Display Applications

8.2 Stanley Kao, Juan Russo, Seth Coe-Sullivan, Fedor Dimov, Martin Sanchez, Luminit LLC, Torrance, CA, USA

2:10 – 2:30 pm  Study of Thermal Management Solutions for Head-Up Displays

8.3 Steve Pankratz, 3M, St. Paul, MN, USA

2:30 – 2:50 pm  Opportunities and Challenges to Achieve a Cluster-less Vehicle Through the Use of a HUD Only Implementation

8.4 Joseph Pullukat and Shinichi Tanaka, Applications Engineering Department NS International, Ltd., Troy, MI, USA
### SESSION 9: OPTICAL ADHESIVES/FILMS (2:50 pm – 4:30 pm)

**Co-Chairs:** Ross Maunders, *FCA USA LLC, Auburn Hills, MI, USA*
Mark Larry, *Ford Motor Company, Detroit, MI, USA*

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| 9.2     | 2:50– 3:10 pm Anti-Reflection Films for Displays on Glossy Piano Black Interior and Curved Surfaces | Jingting Wu, *Dexerials America Corporation, San Jose, CA, USA*  
Toyoshima Tadaaki, *Dexerials Corporation, Shimotsuke, Tochigi, Japan* |
| 9.3     | 3:10– 3:30 pm Direct Lamination Reflective Polarizers: Improved Vehicle Display Performance | John Van Derlofske, Sandy Chen, Shelly Toy, Matt Philippi,  
*3M, St. Paul, MN, USA*                                                   |
| 9.4     | WITHDRAWN                                                            |                                                                        |
| 9.5     | 3:30– 3:50 pm Ultra-Thin Cu-Doped Ag for Flexible Transparent Electrodes Featuring High Transmission and Stabilities | Chengang Ji, 2017 Academic Award Recipient, *University of Michigan, Ann Arbor, MI, USA*  
Cheng Zhang, Qingyu Cui, Zhong Zhang, L. Jay Guo, *University of Michigan, Ann Arbor, MI, USA*  
Heyan Wang and Zhengang Lu, *Harbin Institute of Technology, Harbin, China*  
Jianhua Wu and Yue Yan, *Beijing Institute of Aeronautical Materials, Beijing, China* |
| 9.6     | 3:50– 4:10 pm oDLC Coatings on Infotainment Displays                | Paul Markoff Johnson, *Intevac, Inc., Santa Clara, CA, USA*            |
| 9.7     | 4:10– 4:30 pm Active Circular Polarizer OLED E-Mirror               | Paul Weindorf, Qais Sharif, Elijah Auger, Brian Hayden,  
*Visteon Corporation, MI, USA*                                           |
|         |                                                                      | Pedro Coutino Soto, *AlphaMicron Inc., Kent, OH, USA*                  |