WEDNESDAY, OCTOBER 14, 2020
All technical content will be published at 8:00 AM EDT

EXHIBITS OPEN
Welcoming Remarks
Silviu Pala, Automotive Display, Southfield, MI, US

KEYNOTE ADDRESS
Future Auto Cockpit Human Experiences
John Schneider, Director – Electrical, Software, Compute, and AI Technologies, Ford Motor Company, Detroit, MI, US

SESSION 1: AUTOMOTIVE MARKET
Co-Chairs: Silviu Pala, Automotive Display, Southfield, MI, US
Michael Boyd, Yazaki North America, Canton, MI, US

1.1 INVITED ADDRESS:
Automotive Display Market and User Interfaces Overview
Kyle Davis, IHS Markit, Southfield, MI, US

1.2 INVITED ADDRESS:
Automotive Touch Screen, Touchless Control, Micro and miniLED and Smart Windows Market Forecast

1.3 INVITED ADDRESS:
Display Industry Markets and Technologies - What Auto Display Professionals Need to Know About the Rest of the Industry
Bob O’Brien, Display Supply Chain Consultants, Ann Arbor, MI, US

SESSION 2: DISPLAY AND HMI SYSTEMS
Co-Chairs: Bruce Banter, Tech-D-P Inc., Northville, MI, US
Drew Harbach, Peterbilt Motors Denton, TX, US

2.1 Reflection Properties of AR Coated Flat and AG Glass Surfaces
Dave McLean, MAC Thin Films, Santa Rosa, CA, US

2.2 WITHDRAWN

2.3 WITHDRAWN

2.4 High Precision Optical Bonding for Free-Form and Curved Displays
Eugen Bilcai, Henkel KGaA, Madison Heights, MI, US

2.5 Digitized Styling and Safety with Automotive Exterior Displays
Johnathan Weiser, Richard Nguyen, Kimberly Peiler,
2.6 New Touch Sensors Materials for Automotive Applications
Gerald Morrison, SigmaSense, Austin, TX, US

SESSION 3: Head-Up Displays
Co-Chairs: Ross Maunders, FCA US LLC, Auburn Hills, MI, US
Dan Cashen, Continental Automotive Group, Auburn Hills, MI, US

3.1 Diffusive Microlens Array for Head-Up Display Applications
Jerry Wu, Dexerials Corporation, Tagajo-shi, Japan

3.2 Human Perception Studies of Head-Up Display Ghosting
Steve Pankratz, 3M Display Materials and Systems Division, St. Paul, MN, US

3.3 Computational Holographic Displays for 3D AR HUD Using Free-Form Optics
Hakan Urey, CY Vision, San Jose, CA, US

3.4 Holographic Optical Elements and Projector Design Considerations for Automotive Windshield Displays
Ian Redmond, CERES Holographics, St. Andrews, Scotland, UK
Sam Martin, Texas Instruments, Dallas Texas, US

TUTORIAL on Holography and Its Automotive Applications
Kai-Han Chang, General Motors Global R&D, Pontiac, MI, US

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

Presentations will be available from the following Exhibitors:
- AGC Plasma Technology Solutions
- Dexerials Corporation
- ELDIM
- IHS Market
- Incom
- Instrument Systems Optische Messtechnik GmbHIwatani
- Keiwa
- Konica Minolta Sensing Americas
- Kyocera Display
- Lumineq
- MAC Thin Films, Inc.
- Optics Blazers AG
- Optronic Laboratories, Inc.
- Panasonic
- Radiant Vision Systems
- SigmaSense
- Tanvavs
- TouchNetix Limited
- TT Vision USA
- Westboro Photonics
EXHIBITS OPEN
Local SID Chapter Awards
Bob O’Brien, Display Supply Chain Consultants, Ann Arbor, MI, US
Silviu Pala, Automotive Display, Southfield, MI, US

KEYNOTE ADDRESS
Voice of the Consumer | Technology and Mobility Clarity Today and Tomorrow
Kristin Kolodge, Executive Director of Human-Machine Interface (HMI) and Driver Interaction at J.D. Power

SESSION 4: DISPLAY METROLOGY
Co-Chairs: Kimberly Peiler, OSRAM Opto Semiconductors, Inc., Novi, MI, US
Vyacheslav Birman, Continental Corporation, Auburn Hills, MI, US

4.1 Understanding and Achieving Reproducible Sparkle Measurements for an Automotive Specification
Ingo Rotscholl, TechnoTeam Bildverarbeitung GmbH, Ilmenau, Germany

4.2 Measuring MicroLEDs for Color Non-Uniformity Correction
Mike Naldrett, Radiant Vision Systems LLC, Redmond, Washington, US

SESSION 5: NEW DISPLAY SOLUTIONS
Co-Chairs: David Lambert, Panasonic, Farmington Hills, MI, US
Jerzy Kanicki, University of Michigan, Ann Arbor, MI, US

5.1 Supervising (Automotive) Displays to Safeguard Camera Monitor System
Benjamin Axmann, Mercedes-Benz Cars Group Research, Future Technologies, Boeblingen, Germany

5.2 Customized Local Dimming Algorithm and BLU for Automotive Application towards Low Power Consumption and High Visual Quality
Maxim Schmidt, Institute of Microelectronics, Saarland University, Saarbrücken, Germany

5.3 Automotive Smart Surfaces: Conformable HDR Displays and Smart Windows to Activate Almost Any Surface
Paul Cain, FlexEnable, Cambridge, UK

5.4 The Functional Safety Designs of Vehicle Display Driver ICs
Cheng-Chih Deno Hsu, Himax Technologies, Hsinchu City, Taiwan

5.5 Automotive Dual Cell microZone™ LCD Development
Paul Weindorf, Visteon Corporation, Van Buren TWP, MI, US
5.6 WITHDRAWN

5.7 WITHDRAWN

5.8 Enabling Features of VueReal MicroLED Technology for Automotive Applications
Rexa Chaji, VueReal Inc, Waterloo, Ontario, Canada

5.9 New Challenges and Testing Solutions for Flexible Vehicle Displays & Interfaces
Eisuke Tsuyuzaki, Bayflex Solutions, Alameda, CA, US

5.10 New Material Solutions for Automotive Displays. Interfaces, and Applications
Volker Plehn, SABIC, Wixom, MI, US

5.11 An Alternative to OLED with Full-Array Local Dimming in Automotive Displays
Logan Cummins, Texas Instruments, Dallas, TX, US

PANEL DISCUSSION
Moderator: Bob O’Brien, Display Supply Chain Consultants, Ann Arbor, MI, US
Display and Interfaces for Autonomous Drive Including ADAS
Participants: Members of government, academia, industry

Live Q&A with Panelists and Moderator at 11AM EDT