



electronic displays 2010 Conference

Europe's largest Conference on Electronic Displays and their Applications

The electronic displays 2010 Conference program has been compiled by the experienced conference committee:

Chairman:

Prof. Dr. Karlheinz Blankenbach, Pforzheim University

Wolfgang Eckhardt, EIZO, Karlsruhe

Prof. Dr. Peter M. Knoll, Robert Bosch, Leonberg

Armin Scheuerer, Data Modul, Munich

Hannelore Köhl, Robert Bosch, Leonberg

Dr. Jürgen Wahl, Optrex

- Who should attend? Everybody professionally involved in display (systems) from Engineers to Managers
- What will you learn? Latest information about Electronic Displays, User Interfaces and Systems
- Who will you meet? Colleagues and experts from both industry and R&D
- Why should you attend? Stay ahead in displays and applications, discuss your Topics with Experts
- Sessions on new approaches for industrial and automotive solutions
- New focus on Touch Screens and Graphical User Interfaces

Wednesday, March 3, 2010

09:55 Opening of ELECTRONIC DISPLAYS 2010

Prof. Dr. Karlheinz Blankenbach

10:00 Outdoor-Displays & E-Signage

Developments in the TVAssembly Supply Chain in Europe
Large Screen TFT Displays used under outdoor environmental conditions
Optical Performance Enhancements for Displays
Considerations for Displays used outside
Regulatory Implications for Displays: "Articles" under REACH and the "Halogen-free" Policy

Goksen Sertler, Meko
Ingo Richter, Conrac
Reiner Nesper, VIA optronics
Gert von Steinaecker, ABLE Design
Dr. Werner Becker, Merck

Conference Keynote

LCD the Basis for Trendsetting Applications now and in the Future

Maximilian Huber, Sharp Microelectronics

12:00 Author Interviews & Lunch (20 min + 60 min)

13:20 New Displays Technologies & Measurement

Flexible Displays Based on Organic Electronics for eReaders
Konrad Herre, Plastic Logic

Bistable Electrowetting Droplet Driven Displays
Andriy Bitman, Bartels Mikrotechnik

Cost effective Viewing Angle Measurements
Matthias Godejohann, MG Optical Solutions

Matte vs. glossy displays – a technical discussion
Dr. Michael E. Becker, Display-Messtechnik & Systeme

14:40 Author Interviews & Coffee (20 min + 20 min)

15:20 Graphical User Interfaces

Enhancing GUI Functionality by Addressing User Experience
Rob Anders, Anders Electronics

A Modern User Interface As Key To A Successful Product
Hartmut Keller, F&S Elektronik Systeme

Developing Scalable User Interfaces for Multiple Screen Sizes
Jamie Little, Mentor Graphics

Integration of a GUI prototyping tool in a real HMI environment
Mihai Kocsis, Hochschule Heilbronn

13:20 3D-Displays & GUI

Stereoscopic Images - 3D Displays with Horizontal Double-Density Pixel Structure
Frank Jammers, NEC Electronics
Applications and Perspectives of Interference Filter Based Stereodisplays
Helmut Jorke, Infitec

Invigorate Your Device Utilizing 3D User Interface
Gordon Cameron, Mentor Graphics

Integrating graphics designers into the embedded design cycle
Thomas Fletcher, Crank Software

15:20 Driving Displays with FPGAs

Designing a Flexible LCD Controller in an FPGA
Jens Huettemann, Actel
Advanced Modular Display Control Platform using FPGA
Niladri Roy, Lattice Semiconductor

Combining Graphic Signals with Programmable Logic
Prof. Dr. Marco Winzker, Hochschule Bonn-Rhein-Sieg

Display Control for 8MegaPixel High-Resolution Monitor using low cost FPGAs
Christian Grimm, Xylon

16:40 Author Interviews, Poster Presentations

09:00 Touch Screens

Advances in PCT™ Touch Control Meet User Demands for Greater Levels of Interaction **Ian Crosby**, Zytronic Displays
 Different multitouch implementations using UIO protocol or Windows 7 **Andreas Kopietz**, Elektrosil
 QTouch Studio – Next Generation Visual Touch Design **Arild Rødland**, Atmel
 Small Size Projected Capacitive Touchscreen enables Home Automation **Rudolf Sosnowsky**, HY-LINE Computer Components

10:20 Author Interviews & Coffee (20 min + 20 min)

11:00 LCDs & Backlights

Technologies for improving color reproduction of LCD TV **Hajo Koglin**, Sharp Microelectronics
 New ways from visual perception and human contrast sensation to better readable displays in automotive environments **Jan Bauer**, Daimler
 From grided Direct-Lit to segmented Edge-Lit – adaptive dimming algorithm for saving LCD backlight power **Tobias Jung**, Saarland University
 e3 linear plasma lamps as a new approach to light sources in LCD backlight solutions and direct lighting systems **Tomasz Tarnowski**, Hikaritec

12:00 Author Interviews & Lunch (20 min + 60 min)

13:20 Student Paper Award

Student Papers are presented and awarded by the »ROBERT BOSCH Student Paper Award«. The price sponsored by ROBERT BOSCH is a high end electronic device like a personal navigation system with live view camera as awarded in 2009.

13:30 Automotive Displays

DFF Automotive Platform – Purpose and current status of technology assessment and standardisation
 New Design Trends enabled by Black Panel, Color HUD and Laser technique
 Automotive display technology trend
 Balancing performance, quality and cost of ownership for Marine Panel PCs

Dr. Susanne Bieller, VDMA-DFF
Michael Heimrath, BMW
Dr. Feng Yuan Gan, AUOptronics
Hermann Berg, Moxa

14:50 Author Interviews (20 min, Coffee)

15:10 OLEDs

Transparent Electronics for Transparent Active Matrix OLED Displays
 Multiplied Power Efficiency of PMOLED through SQC – a driving scheme converting capacitive energy into light
 Realization of black panel appearance with OLED displays

Prof. Dr. Thomas Riedl, University Wuppertal
Michael Buczek, Saarland University
Andreas Hudak, Pforzheim University

16:10 Wrap-up and Summary, Author Interviews

Subject to change

More information: www.electronic-displays.de

Conference Fees	by Feb. 2	after Feb. 2	
One Day (March 3 or March 4)	EUR 270,-	EUR 295,-	
Full Conference	EUR 395,-	EUR 440,-	
Full Conference Students (proof mandatory)	EUR 40,-	EUR 40,-	All fees plus 19% VAT

I want to register for:

- Only March 3, 2010
- Only March 4, 2010
- Full Conference March 3-4, 2010
- Full Conference Student (ID required)

Company _____

Mr./Mrs. First Name Last Name

Street Department

ZIP Code City Country

Phone Fax

Email _____

Date / Signature _____

Contact: Ms. Katrin Scheinig, phone: +49.8121.951725, fax: +49.8121.952725, email: kscheinig@elektroniknet.de

DESIGN & ELEKTRONIK
 KNOW-HOW FÜR ENTWICKLER

Terms and Conditions:

1. The attendance fee includes proceedings, admission to embedded world 2010 Exhibition, lunch and refreshments. You will receive a confirmation of your registration along with your invoice.
2. Cancellation received in writing before or on February 10, 2010 will be subject to a service charge of EUR 100 (Students EUR 50). For all cancellations after February 10, 2010 the full conference fee remains payable. Substitutions within the same company are welcome at any time.
3. The organizers reserve the right to make changes in the program and/or speakers or to cancel sessions if conditions beyond its control prevail.
4. Students: student ID required, please submit to KScheinig@elektroniknet.de.
5. On-site-registration: Please register in advance. For on-site-registration a surcharge of EUR 40 per attendee will apply.