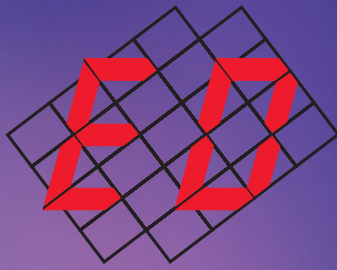


Messezentrum Nürnberg · CCN-West · March 4–5, 2009



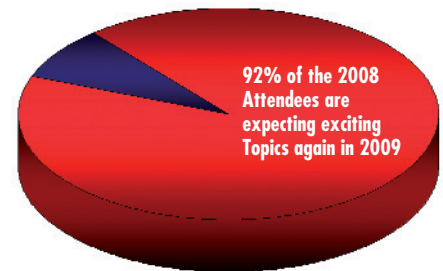
# electronic displays 2009 Conference

## Europe's largest Conference on Electronic Displays and their Applications

- **Who should attend?**  
Everybody professionally involved in Electronic Displays and Systems – from Engineers to Managers
- **What will you learn?**  
Latest Information about Electronic Displays and Systems  
The Talks are focussed on new Approaches and Solutions rather than basic Research
- **Who will you meet?**  
Colleagues and Experts from both Industry and R&D
- **Why should you attend?**  
Stay ahead in Displays and discuss your Topics with Experts

### Attendees Quotes:

- »This conference provided very good and valuable information«
- »The combination of the electronic displays Conference with embedded world is very attractive«



## CONFERENCE PROGRAM

WEDNESDAY, MARCH 4, 2009

<b>10:00</b>	<b>Opening of ELECTRONIC DISPLAYS 2009</b>	<i>Prof. Dr. Karlheinz Blankenbach</i>
<b>10:05</b>	<b>Market &amp; LCDs</b> European Display Landscape: Key Players and specialised Markets Developments in the TV Supply Chain in Europe Visions meet Solutions – Technologies for Next Generation TFT LCD Concepts to Achieve a High Contrast for LCD Backlights New LCD Controller Architectures (embedded vs. external LCD Controller)	<i>Dr. Susanne Bieller, VDMA-DFF Bob Raikes, MEKO Frank Jammers, NEC Electronics (Europe) Kamal Najmi, National Semiconductor Manfred Wittmeir, Epson Europe Electronics</i>
12:00	Author Interviews & Lunch (20 min + 60 min)	
<b>13:20</b>	<b>Automotive Displays</b> Advanced TFT/LCD Technology for Automotive Application Integration of RGBW Technology for Automotive Display Applications Automotive Displays for Situation based (Driver) Information Next Generation HMI using holographic Laser Light Engine	<i>Gan Feng-Yuan, AU Optronics* Dr. Peter Radojkovic, BMW* Andreas Niemann, Sharp Microelectronics Europe Dominik Stindt, Light Blue Optics*</i>
14:40	Author Interviews & Coffee (20 min + 20 min)	
<b>15:20</b>	<b>Touch Screens &amp; Systems</b> Integrating Touch for interactive Displays and two-way digital Signage <i>Ian Crosby, Zytronic</i> Novel ruggedized capacitive Touch Technology <i>Stefano Rosato, Data Modul</i> Delivering the ultimate User Machine Relationship (UMR) <i>Ian Ritson, Anders Electronics*</i> High Performance Microlens Backlights <i>Gert H. von Steinaecker, ABLE Design*</i>	<b>15:20</b> <b>Interfacing Displays</b> Display Interfaces and Microcontrollers <i>Elijah Ebo, Densitron Display Solutions</i> Embedded Panel Interface EPI, an open Standard <i>Andreas Kopietz, Elektrosil</i> New Serialiser / Deserialiser Solutions ease interfacing and EMI friendly Display Design <i>Dr. Thomas Wirschem, National Semiconductor</i>
<b>16:40</b>	<b>Author Interviews, Poster Session</b>	

### Poster Presentations

Student Papers apply for the Robert Bosch Student Paper Award. Deadline for Submission is Jan. 23, 2009.  
Please submit your paper via [www.electronic-displays.de](http://www.electronic-displays.de) or mail to Renate Ester ([rester@design-elektronik.de](mailto:rester@design-elektronik.de))

**Details:** [www.electronic-displays.de](http://www.electronic-displays.de)

# THURSDAY, MARCH 5, 2009

## 09:00 (Automotive) Display Driving

Display and Stepper Motor Controller for Hybrid Cluster Applications in FPGA  
 APIX Automotive Pixel Link – using one Cable for multiple Functions  
 Multiple Display Screen Solution by serial USB Interface  
 Immersion Square – a cost-effective multi-screen VR Visualisation Technology  
 10:20 Author Interviews & Coffee (20 min + 20 min)

*Christian Grimm, Xylon\**  
*Markus Römer, Inova Semiconductor*  
*Stefano Rosato, Data Modul*

*Prof. Dr. Rainer Herpers, Bonn-Rhein-Sieg University of Applied Sciences*

## 11:00 OLEDs 1

PIN-OLEDs for Display Technologies *Oliver Langguth, Novaled*  
 Innovative Addressing Scheme to enhance the lifetime of PMOLED Displays  
*Michael Buczek, Institute of Microelectronics, Saarland University\**  
 Driver for Passive-matrix OLED supporting MLA Addressing Schemes  
*Peter König, Fraunhofer Institute for Photonic Microsystems\**

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

## 13:20 Student Paper Award

## 13:30 OLEDs 2

AMOLED Usage in industrial Application and different Control Methods  
*Martin Müller-Hoffmann, GLYN\**  
 Colour by White OLED Microdisplay Technology  
*Dr. Chris Yates, MicroEmissive Displays\**  
 HYPOLED – Toward High-Performance OLED-Microdisplays for Mobile Multi-media HDM and Projection Applications  
*Dr. Uwe Vogel, Fraunhofer Institute for Photonic Microsystems\**

14:30 Author Interviews (20 min, short coffee)

## 15:00 OLEDs 3

Active Matrix OLED – Display Technology and Power Supply Requirements  
 OLED for Backlighting and Sign – System Aspects, Measurements & Integration

*Oliver Nachbaur, Texas Instruments*

*Andreas Hudak, Pforzheim University\**

## 15:40 Wrap-up and Summary

*Prof. Dr. Karlheinz Blankenbach*

\* and Co-Authors, see website: [www.electronic-displays.de](http://www.electronic-displays.de)

Subject to change

The electronic displays 2009 Conference program has been compiled by the experienced conference committee:

- Prof. Dr. Karlheinz Blankenbach, Pforzheim University (Chairman)
- Wolfgang Eckhardt, EIZO, Karlsruhe
- Prof. Dr. Peter M. Knoll, Robert Bosch GmbH, Leonberg
- Armin Scheuerer, Data Modul AG, Munich
- Hannelore Köhl, Robert Bosch GmbH, Leonberg
- Dr. Jürgen Wahl, Optrex

## Conference fees electronic displays Conference 2009

	Early Rate until Feb. 2, 2009	Late Rate from Feb. 3, 2009
1 Conference Day (March 4 or March 5)	EUR 270,-	EUR 295,-
Full Conference (March 4 and March 5)	EUR 395,-	EUR 440,-
Full Conference Students (proof mandatory)	EUR 40,-	EUR 40,-

All fees plus V.A.T. (MwSt., 19%)

## Conference fees for electronic displays Conference do not include admission for embedded world Conference 2009!

**Included:** Participation at the booked conference days, proceedings, admission to embedded world 2009 exhibition, lunch, refreshments.

### Conditions:

#### 1. Confirmation:

#### 2. Cancellation (must be in writing):

You will receive a confirmation of your registration along with your invoice.

Until February 16, 2009 cancellations are subject to a EUR 50,- processing fee.

From February 17, 2009: Cancellation fee is 100% of conference fee.

Registrations are transferable at no charge with the written consent of the original registrant.

All pre-registered attendees will pick up their badges at the Check-in-Desk of electronic displays Conference 2009.  
 plus EUR 40,- per participant

#### 3. Your badge:

#### 4. Registration on-site:

## Registration

**FAX +49(0)81 21/95 16 54**

Yes, I want to attend the electronic displays Conference on:

Wednesday, March 4, 2009

Thursday, March 5, 2009

Full Conference

Full Conference Student (proof mandatory)

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