First-class professional knowledge for display experts

From 26 to 27 February 2020, engineers, developers, project leaders, managers, scientists and users of electronic displays will once again be able to learn about the latest display technologies.

Wednesday, February 26, 2020

09:50 - 10:00 Opening of the electronic displays Conference 2020

Keynote-Session 1: Display Trends & Technologies

10:00 - 10:20 Keynote: Zombie markets
Ian Hendy, Hendy Consulting

10:20 - 10:40 Keynote: OLED Market and Technology Development
Robert O’Brien, Display Supply Chain Consultants

10:40 - 11:00 Keynote: Product Innovation and Technology Development with Flexible AMOLEDs
Ze Yuan, Royole Corporation

11:00 - 11:20 Keynote: How Automotive Applications Drive Display Innovations
Dr. David Hermann, Volvo Cars

Paul Gray, IHS Technology

11:40 - 12:00 Keynote: Dooh goes outdoor
Dirk Gessner, Ströer media Deutschland

12:00 - 13:35 Author Interviews, Lunch & Posters

Program online – register now!
www.electronic-displays.de
### Thursday, February 27, 2020

#### Session 07: Local Dimming for Automotive LCDs
- **09:00 - 09:20**
  - Matrix Local Dimming LED Driver for Local Dimming Automotive Displays
    - Szuang Hsien, Maxim Integrated
  - OLED/OPD-on-silicon for near-to-eye microdisplays and sensing
    - Dr. Uwe Vogel, Fraunhofer Institute for Organic Electronics, Electron Beam and Plasma Technology FEP
- **09:20 - 09:40**
  - Investigation and Application of Dynamic Backlight Optimization in Automotive Display
    - Xiaoyang Tian, Tianma Microelectronics
  - Technical Basics and Integration of OLED Microdisplays for Near-To-Eye Applications
    - David Kallenbach, FRAMOS
- **09:40 - 10:00**
  - Driving safety improvement by enhanced 2D light source
    - Dr. Ulf Meiners, Nichia Chemical Europe
  - Data glasses for building information assistance
    - Prof. Rigo Herold, Westsächsische Hochschule Zwickau
  - Developing modern HTML5-Single Page Applications for embedded touch devices using React and GraphQL
    - Dr. Hartmut Kocher, SMART IN OVATION

#### Session 08: AR/VR: Techniques & Applications
- **09:40 - 10:00**
  - Investigation and Application of Dynamic Backlight Optimization in Automotive Display
    - Xiaoyang Tian, Tianma Microelectronics
  - Technical Basics and Integration of OLED Microdisplays for Near-To-Eye Applications
    - David Kallenbach, FRAMOS
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    - Dr. Hartmut Kocher, SMART IN OVATION

#### Session 09: Gestures & HMI
- **09:20 - 09:40**
  - Investigation and Application of Dynamic Backlight Optimization in Automotive Display
    - Xiaoyang Tian, Tianma Microelectronics
  - Technical Basics and Integration of OLED Microdisplays for Near-To-Eye Applications
    - David Kallenbach, FRAMOS
- **09:40 - 10:00**
  - Driving safety improvement by enhanced 2D light source
    - Dr. Ulf Meiners, Nichia Chemical Europe
  - Data glasses for building information assistance
    - Prof. Rigo Herold, Westsächsische Hochschule Zwickau
  - Developing modern HTML5-Single Page Applications for embedded touch devices using React and GraphQL
    - Dr. Hartmut Kocher, SMART IN OVATION

#### Conference Fees

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<tr>
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<tr>
<td>Full Conference (26.-27.2.2020)</td>
<td>700,00 €</td>
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<td>Students (26.-27.2.2020) (excl. lunch)</td>
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More information: [www.electronic-displays.de](http://www.electronic-displays.de)