Special Symposium

– Future Vehicle Display –

Wednesday, July 5, 2019

Introduction		
OEM Perspective – Design Concepts and Trends for Future Vehicular Displays		
Volvo	Dr. David Hermann	*Tentative*
BMW	Mr. Martin Zobl	*Future Display Technologies For Automotive Application*
Vehicular Display Market Overview		
IHS Markit	Ms. Stacy Wu	*Automotive display market outlook*
Tire 1 Perspective - Implementation Aspects for Vehicular Displays		
BOSCH	Mr. Ferreras Paz Valeriano	*Automotive Display Development and Requirements*
Component Manufacturers – Innovations in Vehicular Display Components		
LG Display	Dr. PilSang Yun	*Advanced Oxide TFT Technology for New Applications : Reliability and Stability*
Tianma Micro-electronics	Dr. Lukee Liu	*Automotive Display Trend and Tianma Strategy*
Material Suppliers – Materials for Vehicular Display Applications		
SUMITOMO CHEMICAL	Dr. Takeshi Yamada	*Latest Development of Soluble OLED Materials and its Application to Mid-to-Large Panel Fabrication*
AGC	Mr. Minoru Tamada	*Technology trend of cover glass for automotive displays*
TOYOBO	Mr. Toshiyuki Tsuchiya	*Ultra-Low CTE Polyimide Film for Flexible Substrates*
Corning	Dr. Dipak Chawdhury	*Tentative - OLED lighting for auto*
Academia – Foundations of future Vehicular Display Applications		
Yamagata Univ.	Prof. Takeshi Sano	*Organic light emitting diodes for lighting applications*
Panel discussion		
Closing remarks		

The first focused symposium on vehicle display was held at AMFPD'18 where numerous speakers discussed their view toward future vehicle displays. Speakers from renown OEMs, Tier 1s and component suppliers participated in an active panel discussion at the end of the symposium. For the first time in 25 years of the AMFPD conference the specific technological and economical challenges of the automotive display value chain had been addressed extensively.

One of the outcomes of the panel discussion was that although OLED devices have a huge potential for automotive applications, there are still some concerns regarding lifetime and reliability in the specific vehicle environment . Nevertheless, the numerous advances in high resolution TVs and mobile devices raise hope for similar breakthrough improvements in the automotive field.

The Special Symposium on Vehicular Displays at AMFPD'19 will focus on exciting developments paving the future of in-vehicle displays. The automotive industry is currently experiencing profound changes in its business environment, which will also have a strong impact on design and requirements of the human-vehicular interface, specifically displays. Presentations by renown leaders from OEMs, Tier 1, component suppliers and experts in academia will present recent results and offer their view about future trends in the course of technical presentations and a subsequent panel discussion.

The organization and program committees of AMFPD'19 are convinced that the Special Symposium on Vehicular Displays will provide an up to date guide on the recent developments in the automotive display value chain.