



# Special Symposium

Wednesday, July 4, 2018

Discussion by the speakers from global automobile manufacturers and suppliers will be made at the symposium.  
A panel discussion by the speakers is planned at the end of the symposium

Destination guide:  
Prof. Norbert Fruehauf (Univ. Stuttgart),  
Dr. Bernhard Straub (Daimler)

9:15-9:25	Introduction
9:25-10:45	Automotive Trends: Chances for New Display Applications
<b><i>Automotive Displays – Trends, Opportunities and Challenges</i></b>	
Dr. David S. HERMANN (Volvo Car Corp. , Sweden)	
<b><i>Automotive Displays - Increasing and Challenging Market</i></b>	
Dr. Bernhard STRAUB (Daimler AG., Germany)	
11:00-14:50	Seamless Display Integration: Challenges for Novel Display Applications
<b><i>High Gamut Display for Next Generation Automotives</i></b>	
Dr. Rashmi RAO (Harman Int., USA)	
<b><i>Evolution of in-vehicle display technology and Innovation of the cockpit system</i></b>	
Dr. Hirotoishi UEHARA (Panasonic Corp., Japan)	
<b><i>Advantage of Head-Up Display for Automobiles</i></b>	
Mr. Toru TSUCHIDA (NIPPON SEIKI CO., LTD., Japan)	
<b><i>Sparkle Characterization of Anti-Glare Layers on Automotive-Displays</i></b>	
Mr. Valeriano FREERAS PAZ (Robert Bosch GmbH, Germany)	
15:05-17:05	Enabling Innovative Display Technologies, Consumer Electronics as Pacemaker
<b><i>Chances and Challenges for Automotive Display</i></b>	
Mr. Mitsuo ADACHI (Japan Display Inc., Japan)	
<b><i>Displays for Future Automobiles</i></b>	
Mr. Masao IHARA (Sharp Corp., Japan)	
<b><i>The Vehicular Display</i></b>	
Mr. Mikio ARAKI (MITSUBISHI ELECTRIC CORP., Japan)	
17:05-18:05	Panel Discussion
18:05-18:15	Closing