



Society for Information Display Unveils 2024 Honors and Awards Recipients

CAMPBELL, Calif. (March 27, 2024) — The Society for Information Display (SID), renowned as the premier global platform for the advancement of the electronic display industry, proudly announces the recipients of its 2024 Honors and Awards. These exceptional individuals stand as beacons of innovation and excellence, pioneering groundbreaking advancements that redefine the possibilities of electronic display and imaging technologies. Their dedication and ingenuity have not only propelled the industry forward, but have also inspired and empowered countless others within the community. The honorees will be celebrated and recognized for their outstanding achievements during SID's annual Display Week, scheduled to take place from May 12-17 in San Jose, California.

“We are truly privileged to acknowledge the exceptional achievements of this year's recipients, whose groundbreaking endeavors persist in shaping the future of display technology,” remarked Paul Drzaic, Chair of the SID Honors and Awards committee. “Their contributions have left an indelible mark on the electronic display industry, profoundly influencing the evolution of products and inspiring future innovations.”

The recipients of SID's 2024 Honors and Awards are:

Karl Ferdinand Braun Prize

This award is presented for outstanding technical achievement, which also has had a substantial impact on the display industry. The Braun award is SID's most prestigious individual award, honoring those who have pioneered technologies underpinning commercial displays.

- **Ching W. Tang** (professor emeritus, University of Rochester) and **Steven Van Slyke** (CTO emeritus, Kateeva) are awarded for their pioneering work at Eastman Kodak in the 1980s, which led to the development of the first practical OLED device, revolutionizing display technology. Their groundbreaking research laid the foundation for modern OLED

displays, enabling advancements in thin, flexible, and energy-efficient displays that are widely used in smartphones, TVs, and other electronic devices.

Jan Rajchman Prize

This prize is presented for outstanding scientific or technical contributions to electronic display technology, recognized as groundbreaking in their field.

- **Franky So** (Walter and Ida Freeman Distinguished Professor, Department of Materials Science and Engineering, North Carolina State University) is recognized for his significant contributions to the research, development, and commercialization of OLED devices and displays, including the demonstration of the first full video OLED display in the United States in 1997. His work has played a pivotal role in advancing OLED technology, leading to improvements in display quality, efficiency, and durability.

David Sarnoff Industrial Achievement Prize

This award recognizes and honors those whose achievements have shaped the business of the electronic displays industry.

- **Yanshun Chen** (chairman, BOE and BOE Executive Committee) is the winner of this award for his outstanding leadership and innovation in multiple areas of the electronic display industry. He has contributed to the growth of the display industry globally through his strategic vision, collaborative efforts, and integration of displays into Internet of Things (IoT) applications, driving advancements in user experience and connectivity.

Peter Brody Prize

This award is presented to researchers and engineers under the age of 40 who have made major technical or scientific contributions to the field of electronic displays.

- **Dongchuan Chen** (director, BOE TV Product Development) is the recipient of the award for his groundbreaking contributions to improvements in liquid-crystal display (LCD) technology. His innovative approaches to cell design have led to significant enhancements in display performance, including higher resolution, faster response times, and reduced power consumption.

Otto Schade Prize

This prize is awarded for outstanding scientific or technical achievement in the image quality of electronic displays. It recognizes vision scientists, human factor engineers, and engineers whose efforts have led to major improvements in the visual quality of electronic displays.

- **Gordon Wetzstein** (faculty co-director, Stanford Center for Image Systems Engineering) is recognized for his pioneering work in advancing varifocal, light field, and holographic near-eye display technologies. His research has focused on optimizing perceptual realism and visual comfort for virtual and augmented reality systems, enhancing user immersion and interaction in immersive display environments.

Lewis and Beatrice Winner Award

This award is conferred for exceptional and sustained service to SID.

- **Stephen Atwood** (executive editor, Information Display magazine) is the recipient of this award for his dedicated service to SID through his stewardship of Information Display magazine, and his efforts in organizing events that commemorate the society's history.

His contributions have fostered community engagement and knowledge sharing within the display industry.

2024 SID Fellow Awards

The membership grade of Fellow is awarded to a SID member who has made outstanding and widely recognized engineering or scientific contributions to the display field.

- **Yongtaek Hong** (professor and department chair, Seoul National University), **Wei Yao** (senior director of hardware technology, Apple), **Chih-Lung Lin** (professor, Department of Electrical Engineering, National Cheng Kung University), **Junbiao Peng** (SID's vice president, Cross Strait Region), and **Hitoshi Kuma** (principal associate, Advanced Technology Research Laboratories, Idemitsu Kosan Co., Ltd.) are honored as SID Fellows for their exemplary contributions to the display field, encompassing a diverse range of advancements in display technology, materials science, device physics, and system integration.

2024 Special Recognition Awards

Special Recognition Awards are conferred to members of the technical and scientific community for distinguished and valued contributions to the field of electronic displays. This award stands apart from alternate SID individual awards as SID membership is not a prerequisite to receive a Special Recognition Award.

- **Chris Bower** (chief technology officer and co-founder, X Display Company (XDC)), **Jun Yeob Lee** (editor-in-chief, Journal of Information Display and Journal of Industrial and Engineering Chemistry), **Hiroshi Mukawa** (program committee member, SPIE ARVRMR, IMID, and eXtended Reality Korea), **Haijun Qiu** (senior vice president, BOE Technology Group Co., Ltd., head of OLED technology and product platforms), **Joon Young Yang** (flexible displays and e-Paper subcommittee chair, SID Symposium, and industry-academic cooperative director of the Korea Information Display Society (KIDS)), and **Chung Yi** (head of corporate business, Samsung Display Company) are honored with the Special Recognition Reward for their unique expertise and innovations in the display field, from specialty contributions in the AR/VR/MR/XR space to 3D flexible display forms, and beyond.

The detailed profiles of the award winners will be available in the Display Week 2024 Show Issue of Information Display magazine and on www.sid.org.

Find out what's new and what's next at Display Week 2024. Visit www.displayweek.org to learn more. Members of the press can [register for a media pass here](#).

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About SID

The Society for Information Display is made up of the top scientists, engineers, corporate researchers and business people of the display industry, valued at over US\$120B annually. SID was formed in 1962 to promote display technology, and that work continues today by hosting more than 10 annual conferences and publishing a monthly Journal of SID, Information Display

magazine, and our annual Digest of Technical Papers, which is presented at our annual spring Display Week Symposium and Exhibition. SID has chapters located throughout the world and is headquartered at 1475 S. Bascom Ave., Ste. 114, Campbell, CA 95008.