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**Display Week 2015 Special Topic: Vehicle Displays and Trends**  
**Jun 2-4, 2015**

**San Jose Convention Center, San Jose , CA**

**Chair: Rashmi Rao, Harman International, [Rashmi.Rao@harman.com](mailto:Rashmi.Rao@harman.com)**

The Society for Information Display has planned a focused one-day special topic session on Vehicle Displays Technology and Trends during the annual Display Week 2015 , Jun 2-4 , in the heart of Silicon Valley at the San Jose Convention Center , San Jose, California. This event will bring together sponsors, scientists , engineers , market analysts and industry leaders from display , touch, photonics, and vehicle systems communities for a unique one of a kind event. Topics will include:

**Automotive Market:**

Usage of and trends in automotive displays & interfaces and applications  
Customer acceptance and feedback on different technology displays & interfaces  
Regulation and trends related to in-vehicle interactions

**Display and lighting technologies applicable to vehicular applications:**

Display technologies and components (RGB lasers, OLED, LCD, MEMS, ICs, etc.)  
Optical components (coatings, films, polarizers, lenses, prisms, etc.)  
LED, OLED for lighting, signaling, etc.

**Human-Vehicle-Interface (a.k.a., HMI) and System Solutions:**

Display legibility, visual performance, driver distraction, etc.  
Touch screen and haptic technologies  
Driver/User interfaces (user-centric design, devices, human factors, etc.)  
Driver assist features (navigation, collision warning, etc.)

**Head Up Displays (HUDs):**

Infotainment and projection displays  
HUDs, augmented reality, night vision systems/components

**Application issues with vehicular displays, lighting and HMI:**

Optical, mechanical, electrical, thermal performance  
Modeling and simulation  
Metrology and testing  
Electrical interfaces (ICs, power management, video communication, etc.)

**Advanced Technologies for Displays and Touchscreens:**

Flexible , curved, and high resolution (low power, sunlight readable)  
Metal oxides and organic semiconductors based flexible electronics  
Nanomaterials and nanotechnology  
Touch input devices (in-cell, water resistant, chemical resistant)