



## FOR IMMEDIATE RELEASE

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## The Society for Information Display Honors Researchers and Innovators Advancing Display Technology

*Leaders in display technology recognized for advancements in materials, imaging, and engineering*

**San Jose, Calif. (March 25, 2025)** — The [Society for Information Display](#) (SID) has announced the recipients of its 2025 Honors & Awards, recognizing scientists, engineers, and industry leaders whose work is advancing the science and application of electronic displays. Their breakthroughs in materials, manufacturing, and imaging are driving higher-performance displays, more efficient production methods, and expanded real-world applications across industries.

The SID Honors & Awards program celebrates excellence in scientific discovery, business leadership, and education. This year's honorees have propelled advancements in OLED efficiency, QDEL materials, microLED and miniLED manufacturing, display metrology, and AI-driven imaging—transforming the capabilities of displays in consumer electronics, automotive technology, medical imaging, and augmented reality.

“These honorees are more than innovators—they are problem-solvers tackling some of the most complex challenges in display technology,” said Paul Drzaic, Chair of the SID Honors & Awards Committee. “Their expertise and dedication are not only improving how displays perform but also expanding where and how they can be used, from high-precision imaging to more sustainable and efficient manufacturing processes.”

The 2025 Honors & Awards recipients will be formally recognized during Display Week 2025, taking place May 11-16, 2025, at the San Jose McEnery Convention Center.

## 2025 SID HONORS & AWARDS RECIPIENTS

### **Karl Ferdinand Braun Prize for Technological Impact**

*The Karl Ferdinand Braun Prize is awarded for outstanding technical achievement and substantial impact on the display industry. The Braun award is SID's most prestigious individual honor, recognizing those who have pioneered technologies that form the foundation of commercial displays.*

- **Xiaolin Yan** (Chief Technology Officer, TCL CSOT) is the recipient of the *Karl Ferdinand Braun Prize for Technological Impact* for outstanding contributions to technology and product development in the areas of miniLED and LCD-HVA television displays, IJP OLED panel mass production, and QLED (QDEL) materials.

### **David Sarnoff Industrial Achievement Award**

*The David Sarnoff Industrial Achievement Award is conferred for major impact and business leadership in the electronic display industry.*

- **Joo Sun Choi** (President & CEO, Samsung SDI) is the winner of the *David Sarnoff Industrial Achievement Award* for numerous and high-impact contributions to the information display, semiconductor, and electronics industries.

### **Jan Rajchman Prize for Science and Technology in Displays**

*The Jan Rajchman Prize is awarded for outstanding scientific or technical contributions to electronic display technology. This award is open to academic achievements and notable technological developments that are recognized as groundbreaking in the field.*

- **Chihaya Adachi** (Director, Center for Organic Photonics and Electronics Research (OPERA), Kyushu University) is the recipient of the *Jan Rajchman Prize for Science and Technology in Displays* for pioneering work in thermally activated delayed fluorescent (TADF) molecules, a new class of materials enabling high-efficiency OLED displays.

### **Peter Brody Prize for Early Career Achievement**

*The Peter Brody Prize is awarded to researchers and engineers under age 40 who have made major technical or scientific contributions to electronic display technology.*

- **Yifan Zhang** (Senior Principal Engineer, Apple) is the winner of the *Peter Brody Prize for Early Career Achievement* for outstanding work in advancing OLED technology, leading to tremendous improvements in the performance of commercial displays.

### **Slottow-Owaki Prize for Education and Training in Displays**

*The Slottow-Owaki Prize is awarded for outstanding contributions to the education and training of students and professionals in the field of electronic displays.*

- **Oh-Kyong Kwon** (Endowed Chair Professor, Hanyang University) is the recipient of the *Slottow-Owaki Prize for Education and Training in Displays* for exceptional contributions to display education and research, including student training, publications, professional education, and industry engagement.

### **Otto Schade Prize for Image Quality in Displays**

*The Otto Schade Prize is awarded for outstanding scientific or technical achievement in the image quality of electronic displays. This award recognizes vision scientists, human factor engineers, and those engineers whose efforts have led to major improvements in the visual quality of electronic displays.*

- **Kenichiro Masaoka** (Senior Engineer, NHK Science & Technology Research Laboratories) is the winner of the *Otto Schade Prize for Image Quality in Displays* for his outstanding contributions to image quality, including BT.2020 colorimetry, ultra-high-definition TV visual performance, and the invention of gamut rings for color capability assessment.

### **Lawrence Tannas Award for Volunteer Service**

*The Lawrence Tannas Award is conferred for exceptional and sustained service to SID, recognizing individuals who have significantly contributed to the society's mission.*

- **Shin-Tson Wu** (Trustee Chair Professor, College of Optics and Photonics (CREOL), University of Central Florida) is the recipient of the *Lawrence Tannas Award for Volunteer Service* for exceptional and sustained services to SID, including his work as committee chair, seminar speaker, student chapter advisor, and editor for the Wiley-SID book series and JSID.

### **SID Fellows**

*The membership grade of Fellow is awarded to an SID member who has made outstanding and widely recognized engineering or scientific contributions to the display field. The number of SID Fellow awards each year is limited by policy set by the SID Board of Directors.*

- **Kyung Cheol Choi** is awarded for pioneering development of truly wearable OLED displays using fiber and fabric substrates.
- **Reiji Hattori** is awarded for pioneering work in multiple early-stage technologies in AMOLED, e-paper, and touch sensors.
- **Byeong Koo Kim** is awarded for pioneering the commercialization of OLED and LCD technologies for automotive and IT products.
- **Liang-Sheng Liao** is awarded for outstanding contributions to research, development, and commercialization of tandem OLED technology.
- **Bo-Ru (Paul) Yang** is awarded for outstanding contributions to the development of e-paper displays and flexible and wearable display technologies.
- **Chiu-Lien Yang** is awarded for contributions to technology development and commercialization of liquid-crystal and microLED displays.

### **2025 Special Recognition Awards**

*The Special Recognition Awards are conferred to members of the technical, scientific, and related communities for distinguished contributions to the electronic display industry. Unlike other SID individual awards, SID membership is not required for a Special Recognition Award.*

- **Dieter Haas and Yusin Lin** are awarded for achievements in technology development applied to the manufacturing of OLED displays.
- **John Hamer** is awarded for sustained contributions in the development of OLED devices for direct-view displays, microdisplays, and lighting.

- **Jong Hyuk Lee** is awarded for leadership in the commercialization of premium AMOLED displays, QD-OLED displays, and pioneering OLED material development.
- **Xibin Shao** is awarded for outstanding contributions to wide-view, high efficiency, and high-refresh-rate LCDs.
- **Hidehiro Yoshida** is awarded for contributions to the development of high-resolution panels in multiple display categories fabricated using inkjet printing.
- **Lorenza Moro** is awarded for pivotal contributions to the development of OLED thin-film encapsulation.
- **Jae Kyeong Jeong** is awarded for key roles in the development and commercialization of AMOLED displays using a-IGZO transistors.
- **Werner Thomas** is awarded for contributions revolutionizing automotive lighting by transforming rear car lamps into communication displays

“These awards are not just about honoring individual achievements—they reflect the ongoing innovation that defines the display industry,” added Drzaic. “Each year, we see new challenges and opportunities emerge, and the work of these honorees helps pave the way for the next wave of advancements. We look forward to celebrating their contributions at Display Week 2025.”

For more details on the SID Honors & Awards program, visit <https://www.displayweek.org/event-enhancements/awards/>. In-depth profiles of the award recipients were featured in the [March/April 2025 issue of Information Display magazine](#).

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## About SID

The Society for Information Display is made up of the top scientists, engineers, corporate researchers, and business professionals of the display industry, valued at over \$130 billion\* annually. SID was formed in 1962 to promote display technology, and that work continues today through hosting annual conferences and publishing cutting-edge research. SID has chapters located throughout the world and is headquartered at 1475 S. Bascom Ave., Ste. 114, Campbell, CA 95008.