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# PRESS RELEASE

THE LATEST NEWS AND UPDATES  
FROM DISPLAY WEEK

**FOR IMMEDIATE RELEASE**

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## **Leaders from Microsoft Experiences & Devices, AMD, and AUO to Deliver Keynotes at Display Week 2025**

*Aparna Chennapragada, Keith Strier, and Frank Ko to explore breakthroughs in AI, display technology, and sustainability*

**San Jose, Calif. (April 8, 2025)** — The [Society for Information Display](#) (SID) today announced three featured [keynote speakers](#) for [Display Week 2025](#), its globally recognized symposium and exhibition spotlighting the latest in electronic display and imaging technology. This year's lineup includes Aparna Chennapragada of Microsoft Experiences & Devices, Keith Strier of AMD, and Frank Ko of AUO Corporation. Together, they'll explore the future of human-AI interaction, the global race for AI leadership, and advances in microLED innovation.

Returning to the San Jose McEnery Convention Center, May 11–16, Display Week will bring together more than 7,000 display industry professionals for a week of technical exploration, product discovery, and cross-industry insight. This year's programming will examine the technologies driving real-world applications — from machine learning and ultra-high bandwidth data transmission to heterogeneous integration and sustainable manufacturing.

“Aparna Chennapragada, Keith Strier, and Frank Ko are advancing some of the most important work happening in our field — from next-generation display hardware to the systems that make AI and AR more intuitive,” said John Kymissis, president of SID. “They bring not only deep technical insight but also the influence of organizations driving progress across the industry. Their keynotes reflect where the display industry is headed, not just in terms of technology, but in how people experience and interact with it. Display Week exists to bring these voices together, and we're proud to provide a space for ideas that drive the industry forward.”

**The Display Week 2025 keynote lineup includes:**

**Aparna Chennapragada**

*Chief Product Officer, Microsoft Experiences and Devices Division*



**From Prompts to Pixels: The Future of Human-AI Interaction**

With the rise of large language models, today's AI interfaces are increasingly intelligent, but primarily text- and prompt-based. In this keynote, Chennapragada will explore how multimodal models, spatial AI, and generative UI systems are creating new opportunities to reimagine how people create, consume, and collaborate with each other and with AI. Her session will examine the evolution of human-AI interaction from prompts to pixels, and the essential role of displays in enabling intuitive, immersive, and intelligent experiences.

“The next chapter of AI isn't just about what the models can do; it's about how people experience and interact with intelligence,” said Chennapragada. “From spatial computing to generative UI, we're entering a new era of design, and intelligent displays are central to making that shift intuitive, powerful, and human. I'm excited to join the Display Week community at this year's event to explore where these ideas are taking us.”

**Keith Strier**

*Senior Vice President, Global AI Markets, AMD*



As global demand for AI accelerates, nations are racing to build the infrastructure, talent, and policies needed to compete. During his keynote, Strier will provide an insider's perspective on AI's transformative global impact. At AMD, he spearheads strategic AI engagements with public and private sector partners around the world. He previously led global AI initiatives at NVIDIA, EY, and Deloitte, and holds several prestigious leadership appointments in AI policy. *More details on his keynote will be available soon.*

**Frank Ko**

*Chief Executive Officer and President, AUO Corporation*



**Redefining Displays: Inspiring New Possibilities**

As technology rapidly evolves, displays have transcended their traditional roles and become vital to everyday life. As a leading vertical solution provider, AUO is at the forefront of this transformation, developing innovative solutions that enhance visual experiences and improve quality of life across diverse sectors. Ko will share key breakthroughs in microLED display technology, discuss how AUO is pushing the boundaries of display applications, and highlight the company’s green mindset and sustainable solutions aligned with a better, more environmentally conscious future.

“As displays become more deeply embedded in the way we live, work, and connect, microLED presents new opportunities to reimagine what’s possible. It’s not just in terms of performance, but in sustainability and cross-industry integration,” said Ko. “Display Week brings together the thinkers and builders pushing this technology forward, and I look forward to sharing AUO’s vision for where it’s headed.”

*Chennapragada, Strier, and Ko’s keynote sessions will take place on May 13, 2025, from 8–10:30 a.m.*

[Registration](#) for Display Week 2025 is now open. For more information and to view the full program, visit [www.displayweek.org](http://www.displayweek.org).

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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.

*\*Global display market value provided by [Counterpoint Research](#).*