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Society for Information Display Announces 2025 Display Industry Award Winners

Top displays, components, and applications showcasing significant technological advances to be honored at Display Week 2025

San Jose, Calif. (May 6, 2025) — The [Society for Information Display](#) (SID) today announced the winners of its 31st Annual Display Industry Awards (DIA), recognizing the most significant innovations in displays, components, and applications from the past year. Selected by industry experts, these honorees highlight groundbreaking advancements in display technology that improve user experiences, enhance sustainability, and push the boundaries of visual and technical possibilities. The winners will be officially honored during a dedicated luncheon at Display Week 2025, taking place May 11–16 in San Jose, California.

“This year’s Display Industry Award winners exemplify the exceptional ingenuity, technical achievement, and practical impact behind the significant advances driving our field,” said John Kymissis, president of SID. “These breakthroughs are redefining visual experiences, making them more vibrant, immersive, and intuitive for users worldwide.”

The Display Industry Awards, considered among the display industry’s most prestigious honors, highlight innovations that advance the state-of-the-art in display technology. Awards are presented in three categories: Display of the Year, Display Component of the Year, and Display Application of the Year. Winners were selected by the DIA Committee based on technical innovation, commercial significance, and potential for positive societal impact. To be considered for a 2025 Display Industry Award, products must have been available for purchase during the 2024 calendar year.

The 2025 Display Industry Award recipients are:

Displays of the Year

This award is granted to display products with the most significant technological advances or outstanding features.

- **Apple: iPad Pro with Tandem OLED Technology**
Apple's latest display utilizes state-of-the-art tandem OLED technology, employing two OLED stacks whose light is combined to provide phenomenal full-screen brightness (1,000 nits SDR/HDR) and 1,600 nits peak HDR luminance with single-pixel precision. This enables sub-millisecond control over color and luminance for extreme dynamic range. Its adaptive ProMotion technology (10–120 Hz), enabled by LTPO, enhances responsiveness and power savings, while the optional nano-texture glass maintains contrast and reduces glare for professionals in demanding workflows.
- **BOE Technology Group: OLED Gaming Phone Display with Under-Display Camera Technology**
BOE's technology resolves the conflict between display continuity and camera functionality, achieving the highest UDC pixel density currently available through redesigned pixel layouts and optical layer optimization, reducing diffraction artifacts. It provides a seamless visual experience without compromising photo quality. Combined with a 144-Hz refresh rate, 960-Hz touch sampling, and narrow 0.98mm lower bezel via FIP technology, it proves UDC's compatibility with premium gaming specifications, paving the way for wider adoption.
- **Samsung Display Technology: LEAD™ Display Technology with Polarizer-free Innovation for Smartphones**
Samsung's technology eliminates the traditional polarizer in smartphone OLEDs. Using an optimized On-Cell Film (OCF) and color filter technology, it improves transmittance to dramatically reduce power consumption and increase peak luminance up to 5,000 nits (at 10% OPR), enhancing outdoor visibility and battery life. This innovation enables up to 20% slimmer, lighter designs with reduced plastic usage.

Display Components of the Year

This award is granted for a novel component that significantly enhances display performance.

- **FlexEnable: FlexiOM™ Organic Thin-Film Transistor (OTFT) Materials for Curved e-Paper Displays**
FlexEnable's materials set includes organic polymer semiconductor and dielectric materials forming high-performance OTFTs on flexible substrates, offering mobility (1.5 cm²/Vs) exceeding amorphous silicon. These OTFTs maintain performance even when bent to a 100-micron radius, enabling unique product forms like displays wrapped around tight curves (used in the Ledger Stax). The low-temperature (under 100°C) manufacturing process utilizes standard FPD equipment and allows use on optically ideal films like TAC for AR and organic LCD applications.
- **TOPPAN: Transparent Decorative Film for Dualsurf™**
TOPPAN's product integrates clear image display capabilities within natural aesthetic surfaces like wood or stone textures. Proprietary printing technology controls light transmission, allowing the decorative sheet's pattern to appear uninterrupted when the display is off, while enabling clear image presentation when active. Ideal for automotive interiors (dashboards, consoles), it seamlessly merges information displays with interior design, offering new customization possibilities.

Display Application of the Year

This award is granted to a novel and impactful application leveraging display technology.

- **Brelyon: Multi-Focal OLED Display System for Flight Simulation**

Brelyon's system is a headset-free virtual simulator integrating human-vision-centric optics and AI. It uses high-contrast OLEDs to generate two true-depth, curved focal planes (at 70cm and 2.5m, spanning 40 and 122 inches) with a 107-degree FoV and 8K aggregate resolution. By triggering correct accommodative depth cues via proprietary depth modulation and light-field expansion, it provides lifelike immersion for flight simulation, enhancing visual ergonomics, avoiding eye strain, and increasing training throughput compared to VR headsets or standard screens.

Stephen Atwood, DIA committee co-chair, stated, "The field of winners for this year's awards demonstrate how our industry continues to innovate in new and exciting ways. In the Displays of the Year, we see Apple's tandem OLED achieving photo-realistic dynamic range, BOE overcoming the high-resolution under-display camera challenge, and Samsung improving luminance with polarizer-free tech."

He added, "Then in Components, FlexEnable's OTFT materials are key for the complex form factors consumers demand, while TOPPAN's film cleverly disguises displays. Finally, Brelyon's unique multi-focal system tackles the demanding application of immersive flight simulation without a headset. Together, these winners offer truly defining contributions toward improving the human experience with displays."

High-resolution images are available upon request. Detailed descriptions of the 2025 winners are featured in the May/June issue of Information Display magazine and online at www.informationdisplay.org. Visit www.sid.org for additional background information.

[Registration](#) for Display Week 2025 is now open. For more information on the program and exhibition, please visit www.displayweek.org. Members of the press can find registration information on the website.

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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](#).