



FOR IMMEDIATE RELEASE

May 22, 2025

CONTACT:

press@sid.org

Display Week 2025 Kickstarts the Next Era of Display Technology

From AR/VR and MicroLED advancements to dynamic panels and global collaboration, the annual event once again set the agenda for what's next in display technology

San Jose, Calif. (May 22, 2025) — Display Week 2025, the world's premier symposium and exhibition for emerging display technologies, successfully concluded in San Jose, California (May 11-16), reinforcing its position as a key global event for display innovation. The conference attracted over 6,800 industry leaders, researchers, and professionals from 37 countries, all gathered to explore the future of a market valued at over \$130 billion* globally. This year's event highlighted significant advancements and fostered critical discussions and collaborations that will influence the direction of visual technology.

A central focus of the week was the significant progress in four pivotal areas of innovation: the growing impact of Artificial Intelligence and Machine Learning for Imaging; advancements in Ultra-High Bandwidth Display Data Transmission and Processing to meet next-generation resolution demands; the expanding design possibilities through Heterogeneous Integration on Glass and Other Substrates; and the industry's dedicated movement towards Sustainable Displays and Green Technologies. New programming, including the launch of the significant OpenCV initiative and expanded content on AI and sustainability, demonstrated Display Week's commitment to advancing knowledge exchange and technological development.

“Display Week 2025 was a remarkable convergence of global talent and cutting-edge innovation,” said John Kymissis, president of the Society for Information Display. “Witnessing the breadth of advancements firsthand – from fundamental research to market-ready applications – truly energizes our industry. The connections made and knowledge shared here

in San Jose will undoubtedly fuel the next wave of display technologies that enhance how we see and interact with the world around us.”

A Hub for Collaboration and Advancement

Attendees experienced a dynamic array of new features, offering glimpses into technologies far ahead of the consumer market. For the first time in show history, exhibitors led fast-paced sessions highlighting notable innovations in touch, e-paper and flexible displays, AR/VR, and other technologies as part of the Exhibitor Forum. The inaugural OpenCV-SID Conference on Computer Vision & AI offered everyone from executives to the next generation of engineers a unique opportunity to hear speakers from Alphabet, Tilt5, and other pioneering companies discuss topics like augmented reality gaming. The Display the Future Showcase, another new feature for 2025, spotlighted MicroLED, OLED, and LCD advancements that are paving the way toward a more sustainable future.

Celebrating Excellence: People’s Choice Awards

Recognized by popular vote, the People’s Choice Awards honored the exhibitors and technologies that truly wowed attendees. This year’s winners exemplify the spirit of ingenuity and progress that defines Display Week.

- AR/VR awardees:
 - BOE Technology Group Real 2,117ppi 4K4K LTPO COA LCD VR
 - Samsung Display RGB OLEDoS 5,000ppi
 - Aledia Native Monochrome Red, Green and Blue GaN Directive Pixel
 - Visionox Technology, Inc. Glass-Based AMOLED Ultra-High ppi Solution
- Automotive Display awardees:
 - BOE Technology Group OLED Intelligent Cockpit
 - Tianma Microelectronics Co., Ltd. 12.3-inch LuminoWood Privacy Display
 - LG Display Automotive Cockpit Display (57-inch P2P LCD, 18-inch Slidable, 55-inch Transparent OLED)
- Display Metrology Technology awardees:
 - Instrument Systems GmbH DMS 100 Multi-Viewing Angle Display Measurement System
 - Admesy PCM2X-271 High-Speed Colorimeter with Integrated XYZ Flicker Measurement
 - Nanosys Blurbusters Fast QD Backlight Response Demo
- LCD-Based Technology awardees:
 - TCL China Star Optoelectronics Technology Co., Ltd. Flat Pro Eco-Friendly VT Display (115 inches)
 - Tianma Microelectronics Co., Ltd. 16-in. WQXGA 1~360Hz Oxide Display
 - Innolux Corporation 85-in. 4K AI Interactive InnoGallery Display
- MicroLED-Based Technology awardees:
 - AUO Corporation 42-inch Single Module - 64-inch Transparent Display
 - Raysolve Optoelectronics (Suzhou) Co., Ltd. PowerMatch 1 Full-Color MicroLED Microdisplay
- New Display Component awardees:

- E Ink Spectra 675-inch with E Ink Ripple
 - Samsung Display Sensor OLED Display
 - Visionox Technology, Inc. Low-Reflectivity COE Flexible AMOLED Technology
- OLED Technology awardees:
 - Tianma Microelectronics Co., Ltd. Hybrid Optoelectronic Integration AMOLED Display
 - LG Display 83-inch UHD 4th Gen OLED (4,000 nits)
- Large Booth awardees:
 - BOE Technology Group
 - E Ink
 - TCL China Star Optoelectronics Technology Co., Ltd.
- Medium Booth awardees:
 - AUO Corporation
 - DNP (Dai Nippon Printing Co., Ltd.)
- Small Booth awardees:
 - Beijing LightChip Integrated Circuit Design, Ltd.
 - Applied Concepts, Inc.
 - Adeia

Industry Leadership on Display

This year's event featured a robust selection of thought leadership programming, with both keynote presentations and Center Stage content delivering essential perspectives on the future of display technology.

In the keynote "From Prompts to Pixels: The Future of Human-AI Interaction," Aparna Chennapragada, chief product officer at Microsoft Experiences and Devices, highlighted how multimodal models and generative user interfaces are redefining collaboration between people and AI. Keith Strier, senior vice president of global AI markets at AMD, provided a comprehensive look at the technological and policy revolution sparked by AI's rapid adoption in "The Great AI Gear Shift – Understanding the New Dynamics of an AI World." Frank Ko, CEO and president of AUO Corporation, addressed the future of visual innovation in "Redefining Displays: Inspiring New Possibilities," sharing how microLED advancements are pushing the boundaries of immersive experiences while championing sustainability.

Complementing the keynotes, Center Stage offered all attendees direct access to dynamic panels and expert-led discussions on the most pressing industry topics. Programming highlights included the CEO Forum, where top executives examined emerging trends and challenges; Women in Tech, which spotlighted strategies for fostering inclusivity and driving meaningful change; the MicroLED Panel, offering deep dives into advances and hurdles in manufacturing; the India Business Forum, focusing on innovation in one of the world's fastest-growing display markets; and the XR Panels, exploring the evolution of extended reality technologies. Together, these panels and forums provided a comprehensive view of the forces propelling the information display sector forward.

Breakthrough Technologies and Emerging Talent on the Expo Floor

The Display Week 2025 expo floor featured 231 exhibitors, from established global brands to pioneering startups, making this the largest expo in over 15 years. Prior to the 2025 expo, Display Week was recognized as one of [Trade Show Executive's Fastest 50 & Next 50 Honorees](#).

"It's incredibly rewarding to see the expo floor continue to grow year after year, reinforcing the vital connection between what's presented in the symposium and what's experienced firsthand. Seeing these innovations up close brings the technology to life in a way that's both inspiring and essential to advancing the field," said John Kymissis, president of the Society for Information Display (SID).

One focal point was the Innovation Zone (I-Zone), where select startups and research teams unveiled early-stage prototypes and concepts poised to influence the next wave of commercial products. The area also featured the recipients of the prestigious I-Zone Awards.

- Best Prototype:
 - Summ
 - it Technology Laboratory (STL) for its automatic projection mapping technology, creating seamless 3D immersive environments from multiple projectors within minutes
- Honorees:
 - Neural Lab for its XR interactive gesture control for any displays, using only a webcam and software
 - Advanced Display Research Center (ADRC), Kyung Hee University for its spray-solution deposition technology, a promising alternative that enables the formation of uniform thin films at atmospheric pressure with minimal material waste
 - Ganzin Technology, Inc. for its ultracompact eye-tracking system for AR/VR headsets and smart glasses

2026 Location and Dates Announced

Display Week 2026 will take place at the LA Convention Center, May 3-8, with the exposition scheduled for May 5-7. For more information and updates, visit www.displayweek.org.

###

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*