

# DISPLAY WEEK 2025

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The Society for  
Information Display

**Dates:** May 11 – 16, 2025

**Location:** San Jose, CA



## EVENT SUMMARY

The future of display technology was unveiled at Display Week 2025. This annual event brought together over 6,800 global professionals for a dynamic week of innovation, collaboration, and breakthrough thinking. Organized by the Society for Information Display (SID), Display Week is the premier international gathering for the display industry, featuring a world-class technical program and a global showcase of cutting-edge technologies. From transformative prototypes to commercial-ready solutions, Display Week 2025 offered an exclusive look at what's next in display tech.

**6,828**

attendees from 41 countries

**37%** : Application developers putting game-changing technology to work

**29%** : Manufacturers making and selling display technology

**20%** : Researchers exploring what's possible

**12%** : C-suite executives investing in innovation

**245**

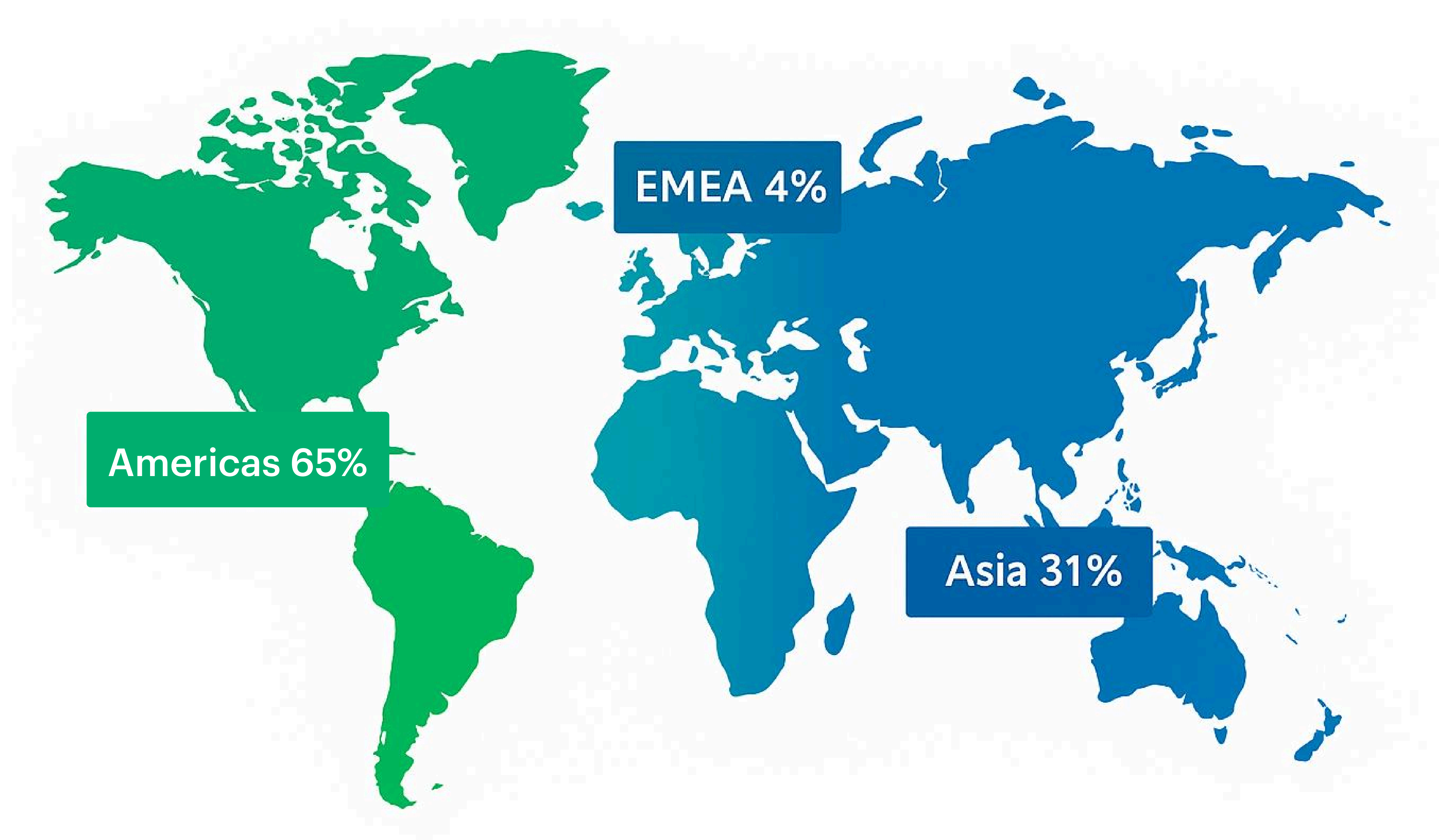
exhibitors representing 23 countries

**129**

technical sessions

**605**

groundbreaking research presentations





## KEYNOTES



**Aparna Chennapragada** Chief Product Officer, **Microsoft Experiences and Devices**

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

With the rise of LLMs, we now have access to the most advanced intelligence. But AI interfaces of today are primarily text and prompt based. Powerful multimodal models, the rise of world models and spatial AI, and generative UI systems enable the opportunity to reimagine how we create, consume, and collaborate with other people and AI agents. This talk envisions the evolution of human-AI interaction from prompts to pixels.



**Keith Strier** Senior Vice President, Global AI Markets, **AMD**

### **The Great AI Gear Shift – Understanding the New Dynamics of an AI World.**

Ten years ago, there was limited mainstream interest in or understanding of artificial intelligence. Seven years ago, governments took notice and started issuing national AI plans. Then in Nov 2022, ChatGPT happened. Within months, there was a massive, global gear shift, triggering the most intensive adoption of a new technology since the dawn of civilization. Understanding the nature, scale, scope and implications of this shift is critical to the future of every industry.



**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 our daily lives. As a leading vertical solution provider, AUO is at the forefront of this transformation, focusing on innovative solutions that enhance visual experiences and elevate the quality of life across diverse sectors. With its globally leading microLED display technology, AUO will discuss the key breakthroughs and new possibilities enabled by the groundbreaking capabilities of microLED displays, pushing the boundaries of display technology applications. AUO will also share its green mindset and solutions to ensure that its innovations align with a vision for a better, more sustainable future.

## LUNCHEON KEYNOTE



**Emily Cooper** Assoc. Professor of Optometry and Vision Science, **University of California, Berkeley**

### **Perceptual Science for Augmented Reality Systems**

Today's augmented reality (AR) systems aim to seamlessly merge our computer's display into our view of the natural world. But AR systems often suffer from technical and visual limitations, such as small eyeboxes, limited brightness, and narrow visual field coverage – not to mention poor aesthetics. An integral part of AR system development, therefore, is perceptual research that improves our understanding of when and why these limitations matter for the user. Cooper describes a series of AR system engineering challenges and associated perceptual studies designed to provide guidance for navigating these challenges.

[VIEW ALL KEYNOTE DETAILS →](#)



## SHORT COURSES

Short Courses offer a thorough introduction to topic fundamentals for students, scientists, and engineers looking to expand their technical breadth into a new area.

- Fundamentals of TFTs
- Fundamentals of Artificial Intelligence: Vision to Language Models
- Fundamentals of Head-Worn Displays for Mixed-Reality Applications
- Image Segmentation – From the Basics to the State-of-the-Art/Fundamentals and Applications of Artificial Intelligence in the Display Smart Factory
- Fundamentals and Applications of OLED Materials and Devices

[VIEW SHORT COURSE DETAILS →](#)

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## SEMINARS

Seminars provide lectures on a variety of the hottest display technology topics in fast-paced 90-minute presentations. At Display Week 2025 the program took a deep dive into three topic tracks:

- AR/VR/MR/XR Technologies and User Experience
- Display Technologies
- Machine Learning and AI

[VIEW SEMINAR DETAILS →](#)

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## SYMPOSIUM

The four-day Symposium features hundreds of leading display industry papers from around the world, delivered in oral and poster presentations.

[VIEW ORAL PRESENTATIONS →](#)[VIEW POSTER PRESENTATIONS →](#)

## EXHIBIT HALL

The exhibit hall is where the future of display comes to life. Featuring industry-leading exhibitors presenting current products and solutions, an Innovation Zone highlighting new prototypes and emerging technologies, and a stage area hosting panels focused on key industry trends and topics. The Exhibit Hall served as a comprehensive view of the technologies and advancements shaping the future of the display industry.

[VIEW EXHIBITOR LIST/FLOORPLAN →](#)[CENTER STAGE →](#)

## MEDIA

Media coverage captured the energy and innovation of Display Week. Featuring official press releases announcing key developments, articles offering expert insights and event highlights, and a photo gallery showcasing memorable moments from the show floor and beyond. The media archive offered a dynamic record of the event's impact and visibility across the industry.

[VIEW PRESS RELEASES →](#)[VIEW ARTICLES →](#)[VIEW PHOTOS →](#)

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## ABOUT SID MEMBERSHIP

**We invite you to join SID to participate in shaping the future development of:**

- Display technologies and display-related products
- Materials and components for displays and display applications
- Manufacturing processes and equipment
- New markets and applications