

DISPLAY WEEK
SAN JOSE 2022

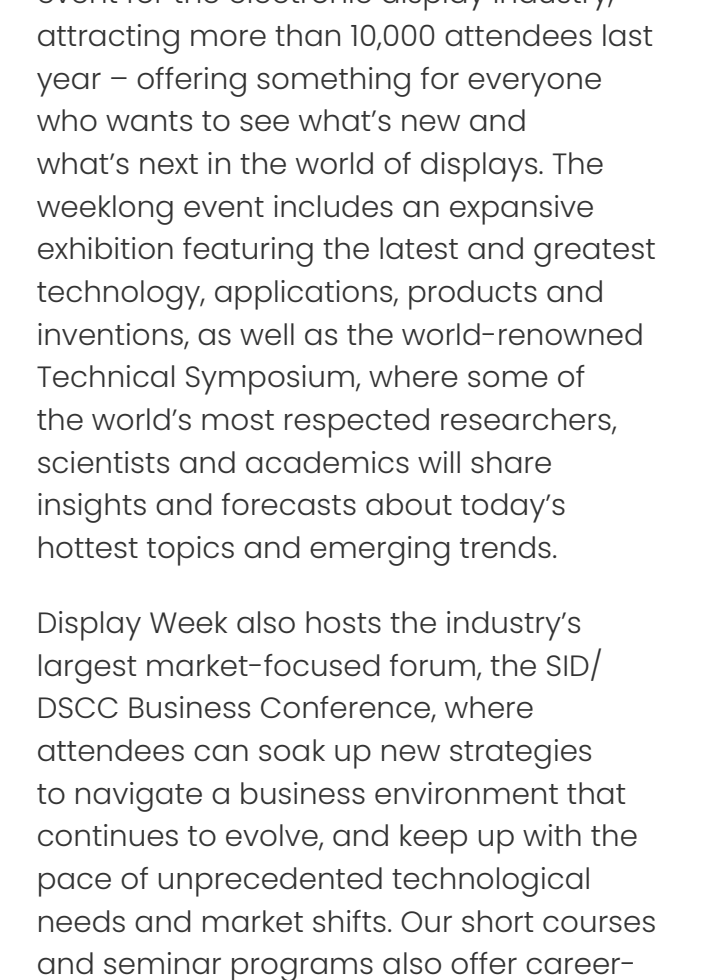
INSIDE DISPLAY WEEK
VOL. 1 | Spring 2022

On the Road Again

In case you haven't heard the great news, Display Week 2022 is going back to its roots as an on-site spectacular, May 8-13, 2022, at the San Jose McEnery Convention Center. And [registration](#) is now open!

"After two consecutive years of successful virtual shows, we're very excited to join our friends and colleagues in-person in Silicon Valley, one of the world's most important technology hubs," says Dr. Radu Reit, marketing chair of the Society for Information Display. "Recognizing that COVID-19 is with us, we'll be implementing all required [safety protocols](#) so everyone can feel comfortable and confident while they enjoy the event."

Returning to an on-site event isn't the only cause for celebration this year. 2022 marks the 60th anniversary of the Society for Information Display, which has been powering the display industry since its inception in 1962. Expanding from a small group in its inaugural year to a worldwide organization of scientists, engineers, technologists and business executives, SID's presence and importance continues to grow as the only organization dedicated to the propagation of electronic display and other visual information technologies from concept to market to sustain a thriving industry. As part of this commitment, the Society has been hosting its annual International Symposium, Seminar and Exhibition (known as Display Week) since 1963.



And, now in its 59th year, Display Week continues to be the premier global event for the electronic display industry, attracting more than 10,000 attendees last year – offering something for everyone who wants to see what's new and what's next in the world of displays. The weeklong event includes an expansive exhibition featuring the latest and greatest technology, applications, products and inventions, as well as the world-renowned Technical Symposium, where some of the world's most respected researchers, scientists and academics will share insights and forecasts about today's hottest topics and emerging trends.

Display Week also hosts the industry's largest market-focused forum, the SID/ DSCC Business Conference, where attendees can soak up new strategies to navigate a business environment that continues to evolve, and keep up with the pace of unprecedented technological needs and market shifts. Our short courses and seminar programs also offer career-advancing learning opportunities from industry experts with first-hand field experience.

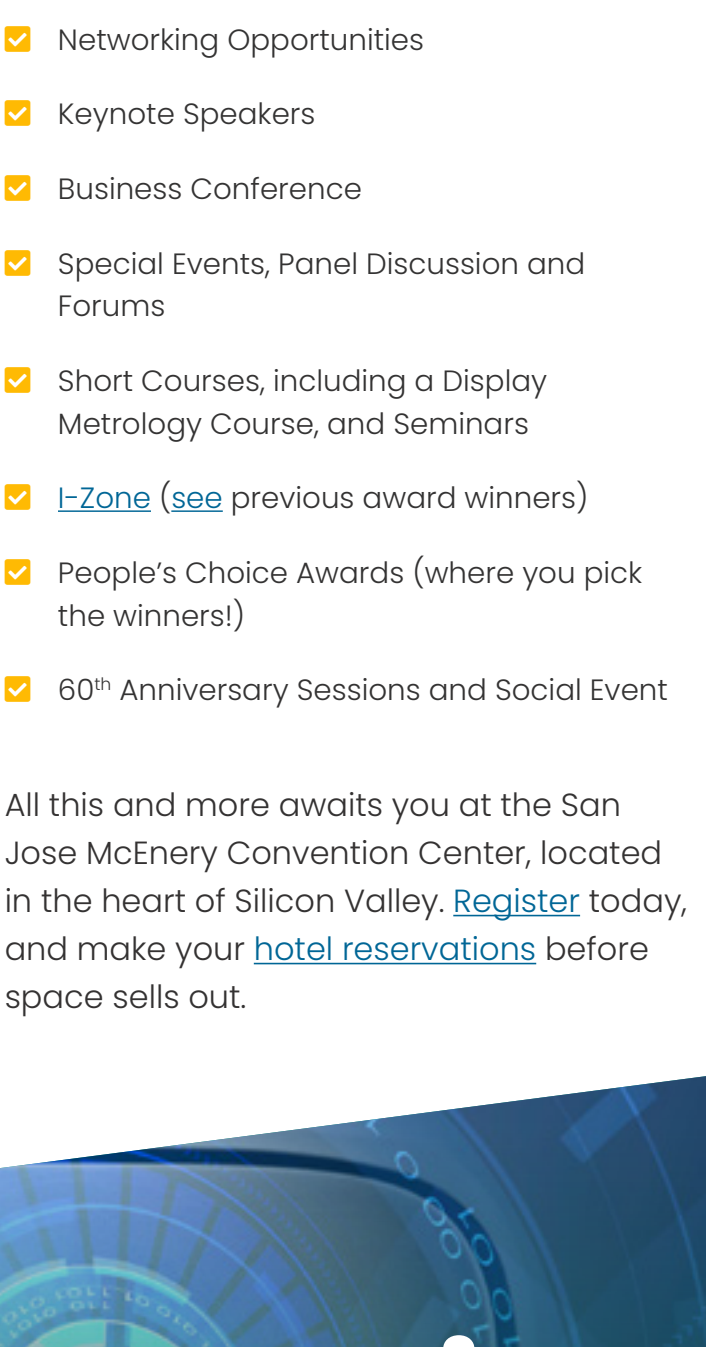
Known for its ability to attract top-tier speakers, Display Week 2022 also includes two of its most popular events, Women in Tech and the CEO Forum, where global leaders and visionaries will share their personal experiences and offer professional insights to help you succeed on your own journey.

But it doesn't stop there! Display Week is home to the I-Zone, where start-ups, universities, research tanks and educational institutions showcase proofs of concept and technology prototypes of tomorrow's products that haven't even hit the shelves yet.

So what are you waiting for? Display Week is less than three months away. Now's the time to [register](#) and make plans to join us in San Jose. We'll see you there.



Dr. Radu Reit
Marketing Chair
Society for Information Display



Registration is NOW OPEN!

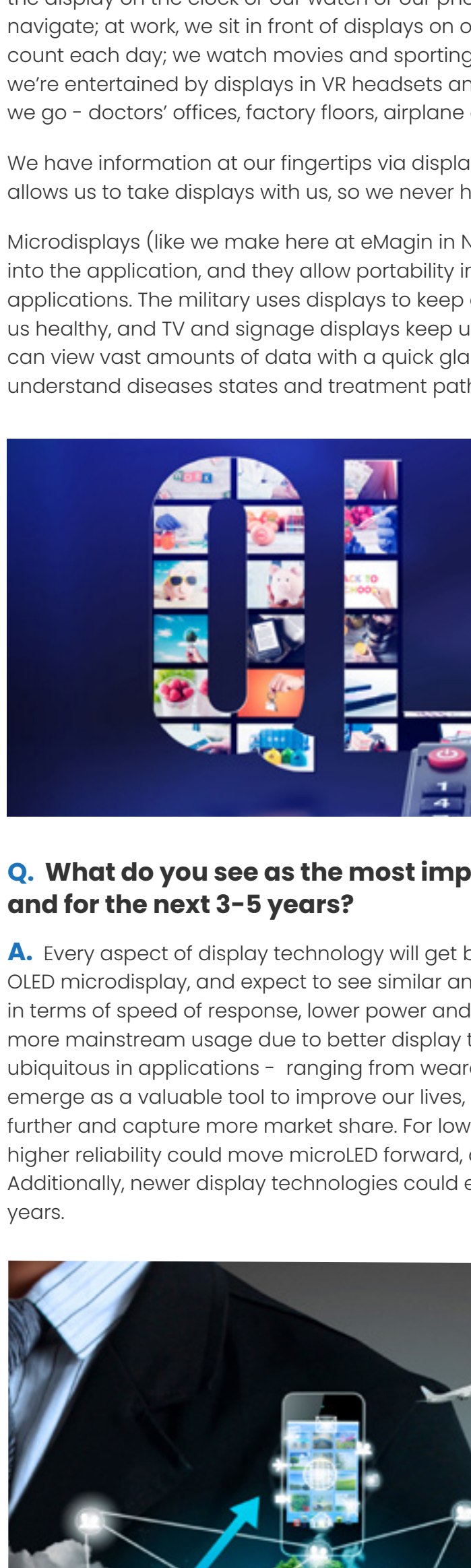
Display Week 2022 is where the world's display industry connects! [Register](#) now to be a part of this exciting, weeklong extravaganza where the best-of-the-best will show their best, and you'll have the chance to rub elbows with global leaders and learn from experienced pros. [Check out the video to see what you can expect!](#)



- ✔ Exhibitors from across the entire supply chain (see the current exhibitor list)
- ✔ [International Technical Symposium](#)
- ✔ Networking Opportunities
- ✔ Keynote Speakers
- ✔ Business Conference
- ✔ Special Events, Panel Discussion and Forums
- ✔ Short Courses, including a Display Metrology Course, and Seminars
- ✔ I-Zone (see previous award winners)
- ✔ People's Choice Awards (where you pick the winners)
- ✔ 60th Anniversary Sessions and Social Event

All this and more awaits you at the San Jose McEnery Convention Center, located in the heart of [Silicon Valley](#). [Register](#) today, and make your [hotel reservations](#) before space sells out.

Technical Symposium Lights the Way



The International Technical Symposium at Display Week is one of the most highly anticipated events of the year. Featuring world-renowned speakers and hundreds of poster presentations, the four-day symposium will help you unravel the mysteries behind today's most important technologies and provide you with a peek at what's on the horizon.

This year's [special topics](#) will address rapid growth in the following areas:

- ✔ Hyper-Realistic Displays (AR/VR/MR) (New for 2022!)
- ✔ Outdoor Displays (New for 2022!)
- ✔ Conformable Wearable Displays (New for 2022!)
- ✔ Machine Learning for Displays

Display Week is the ultimate platform for unveiling new discoveries in electronic display and visual information technology. Don't miss this rare opportunity to see them first. [Register today.](#)

Calling All Exhibitors!

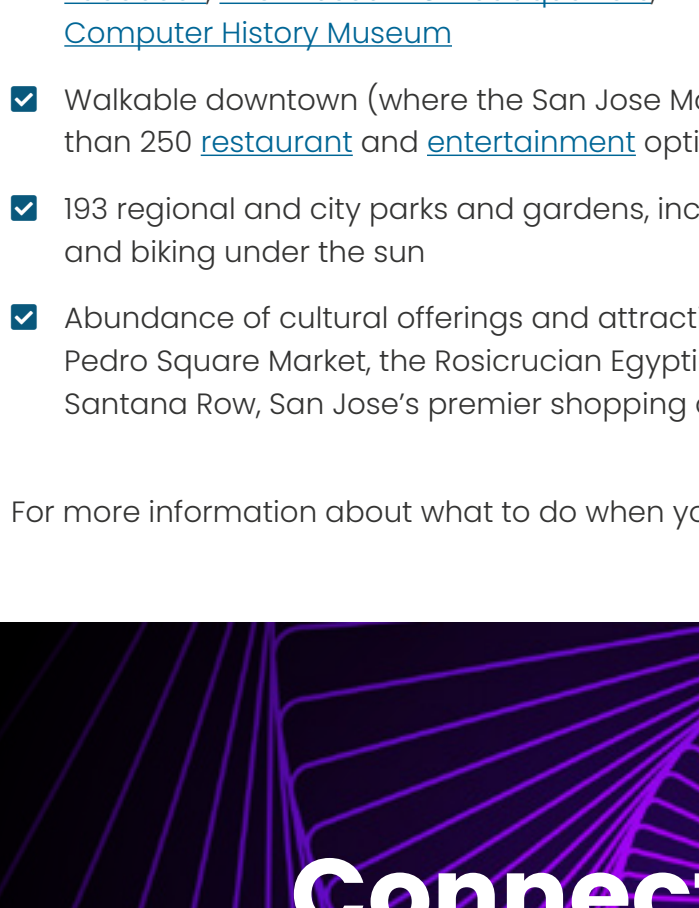
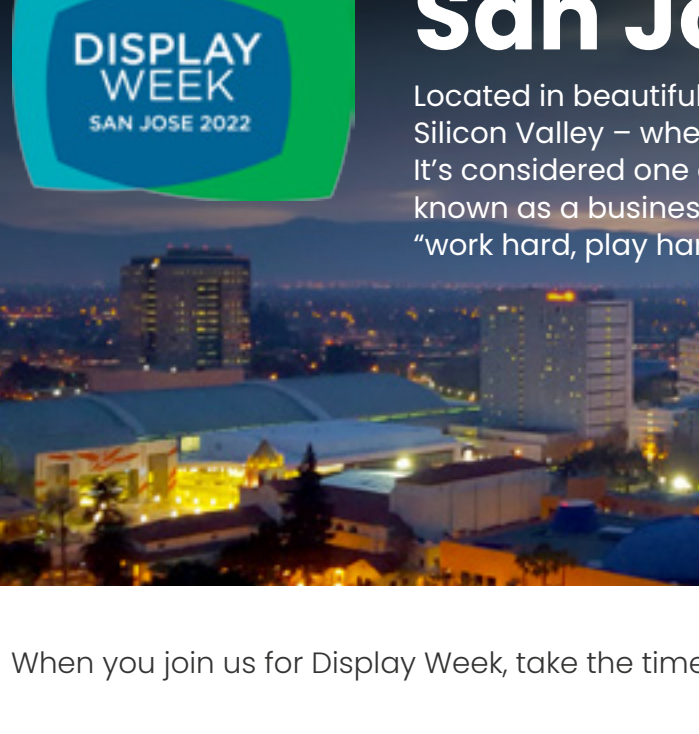
It's not too late to reserve your space at Display Week 2022! More than 10,000 attendees from the entire value chain joined us in 2021, and we're expecting high turn-out as we return to San Jose this year and celebrate SID's 60th anniversary.

Display Week offers many opportunities to help you make the most of your investment, such as the Exhibitors' Forum, where you can present your products in a focused setting, away from the noise of the crowds, and worldwide media exposure about the event that helps shine a bright light on you and your products.

Don't be left out of the world's most important event for the electronic display industry. We have exhibit options and sponsorship packages for companies of all sizes. Visit our [website](#) for more information.

MORE WAYS TO MEASURE DISPLAYS
COMING TO DISPLAY WEEK
BOOTH #1307

A VIEW FROM THE TOP
Q&A with Andrew Sculley
CEO, eMagin



A View from the Top is an ongoing series of interviews with key technology and business leaders designed to provide perspective on important matters related to the display industry.

Andrew Sculley is the Chief Executive Officer of eMagin, the leading manufacturer of active-matrix Organic LED (AMOLED) microdisplays on silicon, and has been a member of the Society for Information Display for more than 20 years.

Q. What are the most important display advancements made in the last 60 years and why?

A. Many advancements come to mind. We now have displays in smaller sizes (microdisplays), as well as larger sizes (100" TVs for instance) – displays that use less power and achieve higher brightness with longer lifespans, portability and that are thinner and lighter than previous models. Several display technologies were introduced and made it into devices, but LCD was the clear victor growing to over 90% market share in the first 50 years since SID was founded. (This was mostly due to price as larger and larger generation factories reduced costs and every major player in the world was building LCDs.) In the last decade, OLED emerged as a viable competitor, and in the past few years has grown significantly and much faster than LCD, mostly due to performance rather than price.

We also saw CRT, vacuum fluorescent, FED, LED, TFE, TN & STN LCD, cholesteric LCD, AMLCD, DLP, LCoS, PMOLED, AMOLED, plasma, quantum dots, electrochromic, electrophoretic, electrochromic, electrofluidic, MEMS, miniLED and microLED technologies enter the market. AMLCD and AMOLED are the most important today.

Additionally, TVs and mobile phones drove the volumes and innovation from an applications standpoint. Brightness, contrast, viewing angle, power consumption, response time, thin profiles, flexible formats and portability drove innovation but price drove adoption more than any other feature.

Q. How have these accomplishments impacted our everyday lives?

A. At any moment in our lives we see displays all around us. They are everywhere and we can't live without them. As visual creatures, we need displays constantly. When we wake up, we look at the display on the clock or our watch or our phone, we drive to work using a display in the car to navigate, at work, we sit in front of displays on our laptops. We use our phones too many times to count each day, we watch movies and sporting events on TV displays; we read using displays; we're entertained by displays in VR headsets and ubiquitous information displays are everywhere we go - doctors' offices, factory floors, airplane cockpits, shopping malls.

We have information at our fingertips via displays on phones, tablets, laptops – and this portability allows us to take displays with us, so we never have to be without one.

Microdisplays (like we make here at eMagin in New York) allow VR users to immerse themselves into the application, and they allow portability into the field for military, medical and industrial applications. The military uses displays to keep our soldiers safe, medical information displays keep us healthy, and TV and signage displays keep us informed. A pilot wearing a VR-equipped helmet can view vast amounts of data with a quick glance and doctors can more easily and accurately understand diseases states and treatment pathways through the use of displays.

Q. What do you see as the most important display industry trends for 2022 and for the next 3-5 years?

A. Every aspect of display technology will get better. We just announced the world's brightest OLED microdisplay, and expect to see similar announcements from other display technologies in terms of speed of response, lower power and other factors. AR glasses will advance towards more mainstream usage due to better display technology, and displays will continue to become ubiquitous in applications – ranging from wearables to those that cover entire buildings. AR will emerge as a valuable tool to improve our lives, and blue phosphorous and TADF will drive OLED further and capture more market share. For low resolution requirements, faster transfer speed and higher reliability could move microLED forward, and more applications will absorb ePaper displays. Additionally, newer display technologies could emerge if we follow the same trend as the last 60 years.

Q. How has working in technology changed in the past 60 years and how can new entrants leverage those changes to be successful in the field?

A. We are more productive thanks to display and related technologies. Our work is portable thanks to thinner, lighter, lower-power-consumption displays so we aren't attached to a desk anymore. Display manufacturing moved from the US and Europe to Asia and, within Asia, from one country to another, seeking larger fabs and more government investments. For us at eMagin, we are one of the rare companies that manufacture in the US and serve critical applications, and we continue to receive government funds to advance our technology. This helped us create directly patterned OLED displays (dPa) without light absorbing color filters.

New entrants today have access to domestic funds in the US, Europe, Japan, India and elsewhere that will allow them to build display companies in their backyard rather than navigate geo-political hurdles. This hasn't been the case in the past two decades. With global talent availability and remote work ability, the resources are more plentiful, and you don't have to rely on the university around the corner for talent. Organizations like SID allow new entrants to learn quickly, access technology faster, collaborate with the eco-system, and network in-person at the one and only Display Week to arrive at success sooner.

Q. How do you think the COVID-19 pandemic has impacted or will impact development in these key areas? What opportunities has it created?

A. Displays have become even more important to us as a result of the pandemic. The world has been using displays to interface more with each other, and more displays have been developed for laptops, phones, monitors and signage. This resulted in a positive impact on our entire industry, from material suppliers to component and display makers to end-device OEMs; and created an extraordinary period of profitability that helped further investments.

Although we've had to adapt to virtual conference environments, displays and display technology need to be seen up close and personal. With the pandemic-related restrictions lifting we expect to see a swath of tradeshows resume, with SID's Display Week being at the center.

Organizations like SID allow new entrants to learn quickly, access technology faster, collaborate with the eco-system, and network in-person at the one and only Display Week to arrive at success sooner.

Mr. Sculley joined the CEO Forum at Display Week 2019, where he and other industry visionaries shared their personal journeys and professional insights. [Watch the video.](#)

[Register today](#) for Display Week 2022 in San Jose to experience this year's CEO Forum and all the other exciting sights, sounds and opportunities this global event has to offer.

About Andrew Sculley

Andrew G. Sculley has served as eMagin's Chief Executive Officer since June 2008 and has served on the company board since 2009. From 2004 to 2008, Mr. Sculley served as the general manager of Kodak's OLED Systems Business Unit and vice president of Kodak's Display Business, where he forged a number of alliances with flat panel display manufacturers.

From 2001 to 2004, he was the CFO of Kodak's Display Business. From 2003 to 2006, he also served on the board of directors of SK Display, a joint venture between Sanyo and Kodak to manufacture active matrix OLED displays. From 1996 to 2001, Mr. Sculley served on as the manager of operations, CFO and member of the board of directors of Kodak Japan Ltd. Previously, he held positions in strategic planning and finance in Eastman Kodak Company. Mr. Sculley holds an MBA from Carnegie-Mellon University, an MS in physics from Cornell University and a B.S. in physics from Stevens Institute of Technology. He attended Harvard University's International Senior Management Program while an executive at Kodak.

San Jose Awaits You

Located in beautiful Northern California, San Jose is in the heart of Silicon Valley – where new technology is born, and fresh ideas thrive! It's considered one of the safest big cities in America. And although it's known as a business mecca, you could say San Jose subscribes to the "work hard, play harder" way of life.

When you join us for Display Week, take the time to take in these local features and attractions.

- ✔ [Adventures in technology](#), including [The Tech Interactive Museum](#), [Apple Park Visitor Center](#), [Facebook Intel Museum & Headquarters](#), [the Googleplex & Android Statue Garden](#), and the [Computer History Museum](#)
- ✔ Walkable downtown (where the San Jose McEnery Convention Center is located), with more than 250 [restaurants](#) and [entertainment](#) options and free high-speed wireless internet
- ✔ 193 regional and city parks and gardens, including 60 miles of trails for the best hiking, walking and biking under the sun
- ✔ Abundance of cultural offerings and attractions including the Winchester Mystery House, San Pedro Square Market, the Rosicrucian Egyptian Museum, the San Jose Museum of Art and Santana Row, San Jose's premier shopping destination.

For more information about what to do when you're in San Jose, visit <https://www.sanjose.org>.

Connect with Us!

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Display Week 2022 Sponsors

About SID

The Society for Information Display (SID) is the only professional organization focused on the electronic display and visual information technology industries. In fact, by exclusively focusing on the advancement of electronic display and visual information technologies, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products. The organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than 10 conferences a year, including Display Week, which brings industry and academia all under one roof to showcase technology that will shape the future. SID's global headquarters are located at 1475 S. Bascom Ave, Ste 114, Campbell, CA 95008. For more information, visit www.sid.org.

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