electronicdisplays Conference

11-12 MARCH 2026
NUREMBERG, GERMANY

Be Part of the Key-Event for Professional Display Experts!

Day 1: Wednesday, March 11, 2026

Keynote-Session: Markets & Trends

Time	Title	Speaker
09:50	**Words of Welcome**	Prof. Dr. Jan Bauer, Hochschule Karlsruhe | University of Applied Sciences
09:55	**Vision Anchored, Future Activated**	Peng Cui, Tianma Microelectronics Co., Ltd.
10:20	**Displays – A Global Industry in a Trump World**	Robert O'Brien, Counterpoint Research
10:45	**Breaking Reconstruction: Tech Competition and Strategic Layout of Global Display Industry in 2026**	Lisa Li, Sigmaintell Consulting
11:10	**From Commute to Content: How Automation Rewrites In-Car Media Demand**	Franziska Braun, Fraunhofer IAO
11:35	**Navigating Disruption: Strategic Scenarios for the Global Display Ecosystem 2026–2030**	Ian Hendy, Hendy Consulting Limited
12:00	Author Interviews, Lunch & Poster	

Time	Session A1 – Automotive UX Foundations	Session B – Markets & Supply Chain	Session T1 – Manufacturing & Process Innovation
13:00	**Legibility in Automotive Displays – Time to Turn Uncertainty into Progress** Dr. Markus Kreuzer, PhyMore GmbH	**Industrial Displays & OEM Supply Chain Insights** TzuYu Huang, Informa/Omdia	**A Game-Changer in Display Manufacturing: Inkjet Deposition of Anti-Fingerprint Coatings** Dr. Sonja Storck-Dutine, COTEC GmbH
13:20	**Novel Automotive Display Experiences Beyond Large Display Areas** Kai Hohmann, Aumovio Germany GmbH	**Global Automotive Displays: Innovative Responses to Regional Insights** Deqin Shi, Tianma Microelectronics Co., Ltd.	**Mono-Material Polycarbonate Displays: Infinite Possibilities to Revolutionize Future-Proof Automotive Displays** Ciro Piermatteo, Covestro Deutschland AG
13:40	**Marelli In-Depth Consumer Study on Automotive Display User Experience and Technologies** Dr. Salvatore Grande, Marelli Germany GmbH	**Approaches for a European Supply Chain for Micro-LED Displays** Burkhard J. Slischka, ALLOS Semiconductors GmbH	**A Scalability Breakthrough for MicroLED Mass Transfer Using a Slot-Die Coating Approach** Rick Smith, Pixel-Flo Ltd.
14:00	Author Interviews, Coffee & Poster		

Time	Session T2 – Backlight, Local Dimming & Picture Quality	Session M1 – Metrology & Measurement for Display Quality	Session Z – Zero-/Low-Power & Retail E-Paper
14:20	**High Dynamic FALD LCD Display Using Mini LED and LOB (Light on Board) LEDs** Dr. Nilesh Barange, Lincoln Tech Solutions	**Spectral Luminance Measurement: An Enabling Technology for Quality Control** Henning Völlm, Gigahertz Optik GmbH	**Choosing the Right Zero-Power Display Technology: Comparing ePaper, ChLCD, and MiP** Sakshi Madaan, Anders Electronics
14:40	**Local Dimming Features, Requirements and Options** Manfred Wittmeir, Epson Europe Electronics GmbHs	**Challenges with Goniometric Characterization of Curved Displays** Matthias Lobitz, Instrument Systems GmbH	**E-Paper Driving Uncovered: From Waveform Theory to Power-Efficient Operation** Alex Wenger, LCD Mikroelektronik GmbH
15:00	**Local Dimming Display Integration and Measurement** Michael Stützel, SemsoTec GmbH	**Traceable Measurement of Luminance and International Recognition of a Traceability Chain to the SI-Base Units** Dr. Johannes Ledig, Physikalisch-Technische Bundesanstalt	**VA Technology Enables the Revival of Segmented Displays** Rudolf Sosnowsky, HY-LINE Group
15:20	Author Interviews, Coffee & Poster		

Time	Session C1 – Video Links & Open Standard Architectures	Session M2 – Evaluation & Legibility in Automotive	Session T3 – Display Materials & Optical Chemistry
16:00	**The Movement Towards DP/eDP in Automotive Point to Point Video Links** Peter Oaklander, Parade Technologies	**Looking Very Closely: Color Metrology and Spectrometry at the Microscopic Level** Ira Che Lassen, Konica Minolta Sensing Europe B.V.h	**Quantum Dots: Latest Trends and Challenges in QD-Display Applications** Dr. Jan Steffen Niehaus, Fraunhofer IAP-CAN
16:20	**OpenGMSL: From De Facto Standard to an Open Standard** Paul Fernando, Analog Devices	**AI-based Technologies for Picture Quality Enhancement** Sharon Xiao & Michal Kudelski, TCL Corporation	**Advancements in Liquid Crystal (LC) Material Development for Automotive Applications** Achim Goetz & Juergen Laur, Merck Electronics KGaA
16:40	**Navigating the Display Tsunami: ASA-ML and the Evolution of Automotive High-Speed IVI Connectivity** Kevin So, Microchip Technology	**Who's Touching? Advanced Driver and Passenger Touch Detection for Smart Cockpit Displays** Thomas Souche, Microchip Technology Munich GmbH	**Keiwa's Technology for Making Optical Films for Automotive Displays** Tomok Nazikian, Keiwa Inc.
17.00	Author Interviews & Poster		

Day 2: Thursday, March 12, 2026

	Session C2 – Zonal IVI Architectures & High-Speed Links	Session XR – XR & AR Displays	Session S1 – Sustainability Strategy & Metrics
09:20	**From Theory to Practice: Failure Analysis and Quality Assessment of Automotive Video Links** Andreas Hudak, TZ Electronic Systems GmbH	**XR Display Market and Opportunities for OLED and MicroLED** Dr. Guillaume Chansin, DSCC	**Key Environmental Impacts and Improvement Strategies in the Display Industrys** Jürgen Lagler, AUO Corporation
09:40	**Scalable Wired Data Transmission and Diagnostics for Complex Automotive Display Architectures** Arda Bafra, Analog Devices	**LED and Laser Light Sources for Augmented Reality Glasses** Dr. Stefan Morgott, ams-OSRAM International GmbH	**CO_2 Footprint for Displays and Coverglasses** Michael Gruber & Klaus Brunnbauer, wv cost engineering GmbH
10:00	**Advanced Display Connections Integrating SerDes, Ethernet and More** Bernhard Andretzky, Inova-Semiconductors	**ADAyO Smart Display Solutions · Vision Beyond Limits** Jim Yang, Foryou Multimedia Electronics Co., Ltd.	**Eco-Friendly Displays: Status, Trends, and the Road Ahead** Tauseef Mahmud, DATA MODUL AG
10:20	**Software GenLock: Cost-Effective Display Synchronization Across Systems** Arshad Mehmood, Intel Corporation	**VR in Everyday Business – Simple Ways to Use VR in a Normal Business Context** Steffen Hergert, xCave Technology GmbH	**Why Circular? Strategies Toward a Circular Economy in the Display Industry** Christopher Hug, NantoSuelta* Circular Economy Consulting
10:40	*Author Interviews, Coffee & Poster*		
	Session A2 – Touch, Interaction & Safe Input in the Cockpit	Session M3 – Robotics & AI for Display QA	Session S2 – Sustainability in Practice
11:10	**A Scalable Hardware–Firmware Architecture for OLED Touch Systems** Elkin Garcia, Synaptics	**Product-Flexible AI-Based Testing of Automotive Displays** Herbert Walter Pichlik, Pichlik Datensysteme Eugenie Straßer, Admesy B.V.	**Sustainability at 3M. What's Next** Rudi Aben, 3M Belgium S.A.
11:30	**Augmenting Touch HMIs Using Force Sensing, User Identification, and Touchless/Air Gestures** Marc Boisson, TouchNetix Ltd.	**From Neural Networks to Smart Overlays: Deploying Vision Inference on ARM-Based Embedded Displays** Andreas Kopietz, F&S Elektronik Systeme GmbH	**Can Digital Signage Really Be Sustainable?** Jonathan Larochelle, Hochschule Karlsruhe
11:50	**SafetyTouch – Challenges and Benefits of Touch Systems with Functional Safety** Frank Fleischer, RAFI Group	**Photometric Robotics: Efficient Measurement of Privacy Displays** Kilian Kirchhoff, TechnoTeam Bildverarbeitung GmbH	**BOE Lighting Up the World!** Zhao Yan, BOE Technology Europe GmbH
12:10	*Author Interviews, Lunch & Poster*		
13:30	**Best Poster Award**	Prof. Dr. Jan Bauer, Hochschule Karlsruhe | University of Applied Sciences	

Keynote Session: Advanced Displays

13:40	**Advancements in Display Driver Semiconductor Technology: Shaping the Future of Visual Experiences**	Dr. Juergen Daleiden, GLOBALFOUNDRIES Dresden Module One LLC & Co. KG
14:05	**Why Automotive Display Choices No Longer Follow Old Logic**	Stacy Wu, Omdia
14:30	**SDV & the AI-Enhanced Display in Digital Cockpits. Who Will Take the Lead?**	Dr. Siegfried Michael Dirr, Elektrobit Automotive GmbH
14:55	**BMW Panoramic iDrive**	Dr. Lutz Lorenz, BMW Group
15:20	**Wrap-up**	Prof. Dr. Jan Bauer, Hochschule Karlsruhe | University of Applied Sciences
15:30	*Author Interviews, Coffee & Poster*	

Hardware Performance, Materials & Production (T1, T2, T3)	Automotive UX & Cockpit Interaction (A1, A2)
Low-Power & Retail Displays (Z1)	Business Strategy & Supply Chain (B1)
XR & AR Display Systems (XR 1)	Market, Sustainability Strategy & Product Practice (S1, S3)
Metrology, Legibility & Testing (M1, M2, M3)	IVI Connectivity & System Architectures (C1, C2)

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