

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

Day 1: Wednesday, March 11, 2026		
Keynote-Session: Markets & Trends		
09:50	Words of Welcome	Prof. Dr. Jan Bauer, Hochschule Karlsruhe University of Applied Sciences
09:55	Vision Anchored, Future Activated	Wei Cheng, 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	
Session A1 – Automotive UX Foundations		Session B – Markets & Supply Chain
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
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.
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
14:00	Author Interviews, Coffee & Poster	
Session T2 – Backlight, Local Dimming & Picture Quality		Session M1 – Metrology & Measurement for Display Quality
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 Völm, Gigahertz Optik GmbH
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
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
15:20	Author Interviews, Coffee & Poster	
Session C1 – Video Links & Open Standard Architectures		Session T3 – Display Materials & Optical Chemistry
16:00	The Movement Towards DP/eDP in Automotive Point to Point Video Links Peter Oaklander, Parade Technologies	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	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
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 Industries Jürgen Lagler, AUO Corporation
09:40	Next Generation IVN for Optimized Display Topology Conrad Zerna, Aviva Links Inc.	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	Advanced Display and Sensing Fusion for Smart Cockpit Dr. Edward Lin, Himax Technologies, Inc	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	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 Dr. Iyad Nasrallah, 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	Sustainability in Product Development for Displays and HMI Leonie Brückner, Siemens AG
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, Elektrotbit 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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