
Klaus Busse, Vice President - Interior Design, Fiat Chrysler Automobiles (FCA), will deliver the opening keynote address at SID Vehicle Displays 2015 (October 22-23, University of Michigan-Dearborn). The event is the world’s most comprehensive symposium focused on next-generation in-car displays, gateway technologies, and interfaces shaping the future of the connected driving experience in the trillion-dollar global automotive marketplace.

New York, NY (PRWEB) August 25, 2015 -- The automotive industry is a significant player in the fast-moving world of technology, offering products that are relevant while meeting the needs of an increasingly tech-savvy customer. As a result, the automotive space has become extremely competitive. Still evolving is the hunt for the right set of solutions to meet every driver’s needs in every situation. Klaus Busse will touch on these topics in his keynote, as well as give attendees insights into what trends FCA US is following as they move forward.

Hundreds of automotive OEM professionals, vehicle display designers, engineers, researchers, and systems integrators are expected to gather for two immersive days at the 22nd annual SID Vehicle Displays Symposium & Exhibition to be held October 22-23 at the University of Michigan-Dearborn. The technical program features a highly curated format with more than 20 visionary presenters and panels from across the U.S., Mexico, UK, France and Japan; with dozens of paper sessions by scientists and engineers from the display technology, photonics, vehicle systems, and applications communities, providing in-depth knowledge and insights on their latest scientific advances, most recent breakthroughs, and several potentially revolutionary commercial applications.

The program covers topics driving rapid change in the automotive landscape including:

• Automotive Market
  Usage trends in automotive displays and interfaces and applications
  Customer acceptance and feedback
  Regulation and trends related to in-vehicle interactions
• Display and Lighting Technologies Applications
  Display technologies and components
  Optical components (coatings, films, polarizers, lenses, prisms)
  LED, OLED for lighting and signaling
• HMI and System Solutions
  Display legibility, visual performance and driver distraction
  Touch screen and haptic technologies
  Driver/user interfaces (devices, human factors)
  HMI tools and methods (software development)
  Head-up displays, AR, night-vision systems/components
  Driver-assist features (navigation, collision warning)
  Infotainment and projection displays
• Application Issues with Displays, Lighting and HMI
  Optical, mechanical, electrical, thermal performance
  Modeling and simulation
Metrology and testing
Electrical interfaces (ICs, power management, video communication)
- Advanced Technologies for Displays and Touch Screens
Flexible and color e-Paper technologies (low power, sunlight readable)
Metal oxides and organic-semiconductor-based flexible electronics
Nano-materials and nanotechnology
Touch input devices
Photovoltaic devices
- NEW: Student/university work poster session on HMI technology and applications
- NEW: $1,000 awarded to student who makes best presentation

The concurrent exhibition features more than 30 leading suppliers spanning the display industry ecosystem, showcasing their latest cockpit offerings, up-and-coming technologies, and in-car solutions. Attendees can demo products, source suppliers, and engage in one-on-one problem solving with expert technical reps.

Register at the link below before Friday, October 9 for Early Bird savings.

To find out more, to attend, or join SID go to www.vehicledisplay.org. For information on exhibiting or event sponsorship, contact Alicia Waldron at awaldron(at)pcm411(dot)com, or call (212) 460-8090 x216.

About SID Vehicle Displays:
SID Vehicle Displays Symposium & Exhibition is sponsored by the Detroit Chapter of SID (Society for Information Display) www.sid.org. SID is the only professional society focused on the display industry. By exclusively focusing on the advancement of electronic display technology, 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.
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