LatinDisplay 2012
IDRC 2012

November 26th - 30th, 2012
Mackenzie - São Paulo, Brasil

LatinDisplay 2012
International Display Research Conference (IDRC 2012)

Mackenzie University, Rua da Consolação, 896 – 01302-907 São Paulo, SP - Brazil

Announcement and Call for Papers

General Chairman: Benedito Aguiar – Mackenzie Presbyterian University – Brazil; *reitoria@mackenzie.br*
Co – Chairman: Victor Pellegrini Mammana, CTI, Brazil; *victor.mammana@cti.gov.br*

Goals

The goals of LatinDisplay 2012/IDRC 2012 are:

- To discuss state-of-the-art displays (LCDs, PDPs, OLEDs, electrophoretic, electro-wetting, etc.)
- To discuss touch screens, tablets, digital boards and other peripherals
- To discuss related technologies such as lighting (fluorescent lamps, LEDs, OLEDs), solar cells, organic electronics, batteries, nanotechnology, etc.
- To discuss display subsystems (e.g. backlight units for LCDs, optical foils, etc.)
- To discuss materials, processes and equipment for these technologies
- To present emerging technologies and new applications like 3D, e-books, etc.
- To discuss opportunities in future technologies
- To discuss human factors, visual perception, interconnectivity, usability and access to multiple sources of content
- To discuss virtual reality, augmented reality, interfaces (gestural, adaptive, multimodal) and immersive systems
- To discuss technologies for disabled people
- To discuss the impact of all these technologies on TV-broadcasting, cinema, media, health, etc.
- To provide updates on the status of Brazil in these technologies and to discuss challenges and opportunities

Features

LatinDisplay 2012/IDRC 2012 will consist of:

- Scientific and Technical Symposium
- Panel Discussion and Business Meetings
- Exhibition
- DisplayEscola (Display School)
- Meetings of the LTN SID Chapter, BrDisplay Network and Ibero American Display Network
- Visits

Language

The official language is English with simultaneous translation from English to Portuguese and v.v.

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Universidade Presbiteriana Mackenzie

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Time-table

01/Apr/12	Call for papers
28/June/12	2nd Call for papers
30/Oct/12	Deadline for submission of papers
10/Nov/12	Send acceptance letters
10/Nov/12	Final program
26-28/Nov/12	S&T Symposium, Exhibition, Panel Session and Business Meetings
29-30/Nov/12	DisplayEscola
29-30/Nov/12	Visits

S&T Symposium

Topics

- LCD technologies
- OLEDs
- Plasma display panels (PDPs)
- Reflective displays
- Flexible displays
- Transparent displays
- Active matrices
- 3D displays and systems
- Projection systems
- Automotive and avionics displays
- Military displays
- Night vision applications
- Mobile displays
- Medical displays
- Signage displays
- Video walls
- Innovative displays and systems
- Touch screens, tablets, digital boards and other peripherals
- Manufacturing processes
- LC materials and alignment materials
- OLED materials
- Backlight units (BLUs), components and methods to improve sun-legibility
- Flat-panel measurements and standards
- Color performance
- Power and signal management
- Thermal management

- High ambient display enhancement
- Lighting (LED, OLED, fluorescent, etc.)
- Applications in TV, telecommunications, automotive, aeronautics, military, medical imaging, advertising, signage, education, multimedia, cinema, etc.
- Image processing software and hardware (drivers, controllers, video processors, digital video format converters, etc.)
- Electronics and graphic interfaces
- Ergonomics, human factors and visual perception
- Interconnectivity, usability and access to multiple sources of content
- Virtual reality and augmented reality
- Gestural interface
- Adaptive interface
- Multimodal interface
- Visualization of information
- Immersive systems
- Assistive technologies
- Display and end-user product markets
- Solar cell technology
- Optical devices
- Thin film devices
- Organic electronics
- Batteries
- Nanotechnology

Plenary invited talks

Invited talks will be given by distinguished speakers in display and related technologies.

Tentative invited lecturers

- Adi Abileah - Planar Systems - USA - "Displays for military applications"
- Birendra Bahadur - Rockwell Collins - USA - "Ruggedization of LCDs for Avionics and Military Applications"
- Chris Chinnock – Insight Media - USA – "3D TVs"
- Frederico Fleury Curado – Embraer - Brazil – "Displays in Embraer"
- Gopalan Rajeswaran – Moser Baer Tech. - India – "Business model of a flexible AMOLED line"
- Greg Grabski - Esterline Korry – USA -"Trends in displays for military applications"
- Han-Ping D. Shieh - National Chiao Tung University - Taiwan - "Trends in LCD technology"
- Hsing-Chien Tuan - Chimei Innolux (CMI) - Taiwan - "Current status of the display industry"
- Ingrid Heynderickx - Philips and Technical University of Delft - Holland – "Advances in visual perception studies"
- Jean Noel Perbet - Thales Avionics - France - "Displays for airplanes"
- John A. Rupp – Motorola Solutions Inc. – USA - "Display requirements for handheld products"
- Joo Tae Moon - LCD Business Samsung Electronics – Korea - "Trends and challenges for the LCD industry"
- Judith Redi – Technical Univ. of Delft – The Netherlands – "Aesthetics and quality of display pictures"
- Kalil Kalantar – Global Optical Solutions – Korea - "Trends in BLUs"
- Kalluri Sarma – Honeywell - USA - "Displays and night vision equipment"
- Ken Werner – Insight Media - USA – "Web TV"
- Margarida Baptista – BNDES - Brazil – "Brazilian way to establish a display industry"
- Michael McCreary – E Ink Corporation - USA – "The future of eBooks"
- Munisamy Anandan – SID and Organic Lighting Tech. LLC - USA – "Trends in OLEDs for lighting"
- Mylene Farias – Univ. Brasilia – Brazil – "Video quality estimation"
- Paul Breddels - Holst Center Eindhoven – The Netherlands - "Developing AMOLEDs in Brazil with Holst Center"
- Rashmi Rao – Qualcomm - USA - "MEMs technology for reflective displays: the Mirasol"
- Shigeo Mikoshiba - University of Electro-Communications and SID – Japan - "Why are plasma display panels so good for Brazil"
- Si-Ty Lam – HP - USA - "Manufacturing processes for information displays"
- Tolis Voutsas – Sharp Labs of America – USA – "Thin film transistors of transparent conducting oxides"
- Victor V. Belyaev - Moscow State Regional University – Russia – "Advances in LC materials"
- Wendy Luiten – Philips Research Laboratory - The Netherlands – "Thermal management of LED LCD TVs"
- Y. W. Sun - Century Displays - China - "LTPS for Gen 6 LCD fabs"
- Yasuhiro Yoshida – Sharp - Japan – "AM-IGZO for LCDs and OLEDs"

Contributed Papers (oral and posters)

Papers for both oral and poster presentation on the topics above are solicited. The content of the paper does not need to be original, but new research work is preferred.

Paper Submission

Papers of 2 pages minimum and 8 pages maximum must be submitted electronically for refereeing by September 15th. 2012 and must be prepared according to the template available at www.abinfo.com.br/latindisplay. Paper acceptance will be notified by email in September 30th, 2012. Registration in the website is a pre-requisite for paper submission. The abstracts of the accepted papers will be published in the Advanced Program. Final Papers must be uploaded in the webpage until November 1st. 2012, to be published in the Proceedings.

Authors are asked to indicate their preference as to oral or poster presentation; however, the Program Committee reserves the right to consider your submission for either oral or poster presentation.

Panel Session and Business Meetings

A "Round Table" will provide a forum to discuss trends and business opportunities in displays and related technologies in Brazil and Latin America. "One-to-One Business Meetings" will be held to discuss projects and partnership.

Exhibition

There will be an Exhibition of prototypes and products by R&D institutions and manufacturers of display modules, new display components and materials, display hardware, measuring tools for displays, etc. The Exhibition will be opened to general public and visitors.

Exhibitors

If you are interested in exhibiting at LatinDisplay 2012/IDRC 2012, please visit www.abinfo.com.br/latindisplay or contact latindisplay2012 @abinfo.com.br.

DisplayEscola (Display School)

DisplayEscola provides introductory courses on displays and related technologies. Lectures on displays, their processes, materials and measurements will be given by experts in the fields and will bring an international perspective to the technologies. The lectures include ample time for audience participation.

Meetings of LTN SID Chapter and Networks

Meetings of the Latin American SID, BrDisplay Network and Ibero-American Display Network will be held to discuss future activities.

Visits

Visits to companies, universities and R&D institutes in the area of Campinas and S. Paulo will be organized on demand.

Program Committee

Daniel den Engelsen – Abinfo - Brazil – Chairman

Adi Abileah - Planar - USA – Co Chairman

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- David Eccles – Display Systems Consultant - USA
- Ely Tadeu Dirani – PUCSP – Brazil
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- Iran A. Pordeus – Banco de Desenvolvimento de Minas Gerais – Brazil
- José Raimundo de Oliveira – Unicamp – Brasil
- Kenneth I. Werner - Nutmeg e Insight Media – USA
- Leila Figueiredo de Miranda – Mackenzie Presbyterian Univ. – Brazil
- Luis T. M. Raunheitte - Mackenzie Presbyterian Univ. – Brazil
- Luiz Carlos de Campos – PUCSP – Brazil
- Luiz Roberto Evangelista – Universidade Estadual de Maringá – Brazil
- Marco Cremona – PUC Rio e INMETRO – Brazil
- Milton Eiji Kayama – UNESP – Brazil
- Munisamy Anandan - SID and Organic Lighting Tech. LLC – USA
- Nizam Omar - Mackenzie Presbyterian Univ. – Brazil
- Pierre Kaufmann - Mackenzie Presbyterian Univ. – Brazil
- Tolis Voutsas - Sharp – USA
- Valeria F. Martins - Mackenzie Presbyterian Univ. – Brazil
- Vitor Baranauskas - Unicamp – Brazil
- Yuzo Iano – Unicamp – Brazil

Organizing Committee

Alaide P. Mammana - Rede BrDisplay, Latin American SID Chapter and Abinfo – Brazil – Chairman - *alaide.mammana@abinfo.com.br*

Claudia Forte - Mackenzie Presbyterian University – Brazil – Co Chairman - *coi@mackenzie.br*

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Secretary: *latindisplay2012@abinfo.com.br*

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