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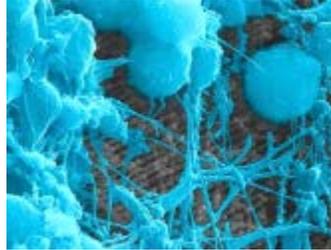
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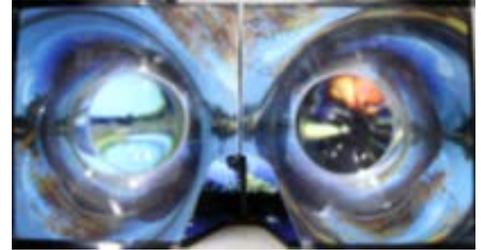
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Interview with Sri Peruvemba Board Director and Chair of Marketing for SID

Sri Peruvemba is the CEO of Marketer International, a marketing services firm, and serves as Board Director and Head of Marketing for The Society for Information Display (SID). He was previously CMO for E Ink Corporation. With over 25 years of experience in the technology industry, Peruvemba has been an influential advocate in the advancement of electronic display technology. He is an acknowledged expert on electronic displays, touch screens, and related technologies and consults, writes, and presents on those subjects globally. Peruvemba has also held senior level positions at Sharp Corp, Cambrios, TFS Inc., Planar Systems, and Suntronic Technology and has BSEE and MBA degrees and a post-graduate diploma in management. Based in Silicon Valley, he is presently vice president/advisor to high tech firms in N. America, Canada and Europe.



Although SID is likely known to the vast majority of display industry enthusiasts, please give us a quick overview of what SID is all about. The Society for Information Display (SID) is the only international organization solely dedicated to display professionals and focused on advancing display science, technology and business. SID is volunteer-led and currently has 28 chapters plus 10 student branches worldwide, with more than 5,000 members. Founded in 1962, SID held its first meeting at UCLA. Today, we are headquartered in Silicon Valley and celebrating 55 years of driving display innovation.

SID's founding meeting was called by Dr. Luxenberg September 29, 1962 at UCLA in Boelter Hall. There were 39 attendees, many representing major high-tech firms. The location of the initial meeting is significant since the birth place of the internet also occurred at Boelter Hall over 40 years ago.

Please give us some information about SID's Display Week Symposium and Exhibition. The annual Display Week Exhibition is the best event for sales and marketing of displays and related products because it attracts the top companies and senior business and technical staff who make industry-shaping product management and purchasing decisions. The core part of Display Week, SID's Symposium, began in 1963 and features about 70 technical events, comprising 400 oral and poster presentations, as well as the Business Conference, Investors Conference, CMO Forum, Sunday Short Courses, Monday Technical Seminars, Industry Awards Lunch, Market Focus Conferences, Exhibitors' Forum, and the I-Zone of peer-reviewed prototypes.

Display Week 2017 is coming up – May 21-26 – at the Los Angeles Convention Center. Tell us about a few of the highlights. From looking at advancements in augmented and virtual reality and automotive displays, to the latest in OLEDs, materials, processes, and digital signage, Display Week 2017 promises to be one of the best ever. We've expanded floor space by more than 10 percent, received 15 percent more papers for our prestigious Technical Symposium, and received twice as many submissions for the I-Zone – where you'll see products that haven't even hit the marketplace yet. The general line-up includes more than 200 exhibitors, and a stellar cast of the industry's most respected luminaries, scientists, and researchers, as well as international business icons, who will help bring you up to speed regarding all things in the display and related fields. We also have new forums and experiences, including an automotive-focused conference, the Women in Tech panel, and the OLED 30th anniversary celebration event. And our CMO Forum returns for the second year in a row, where the lively discussion will focus on what happens when "content meets display." Rounding out the exciting week will be an exclusive session with ICDM to discuss display measurement standards, as well as other professional programming, such as the Sunday Short Courses and Monday Seminars. We'll also be hosting a networking event at the GRAMMY Museum, where attendees will have the opportunity to rub elbows with display industry experts from around the world. See: <https://www.youtube.com/watch?v=4ZYDi0EWsfg&feature=youtu.be>



The Exhibitions at Display Week attract large crowds and enable display industry participants to see some of the latest innovations in the industry

Tell us how you got involved in SID's marketing efforts. SID's past president, Dr. Munisamy Anandan, who is a mentor to me, had correctly identified that SID's brand needed to adapt to changing industry needs and asked if I could join the society as a volunteer. I made the "best mistake" of saying yes, and it has been a fun ride since. When I started, I set a goal for myself to influence SID in the following areas:

1. Involve more women in SID activities, in leadership roles, to pave the way for more women to join the industry.
2. Provide a pathway for younger professionals to join and grow the society.
3. Increase focus on Asia, for obvious reasons.

We have accomplished quite a bit toward these goals at the Bay Area chapter, and I'm now working on taking our efforts global, with support from SID's Executive Committee/Board and other volunteers worldwide.

Historically, we've focused on the technical symposium that is still the best in the world. While preserving all the goodness of our technical symposium, we have now launched a number of new initiatives, including concentrated outbound marketing efforts from new websites, consistent branding, targeted messaging, eNewsletters, a CMO forum, a Women in Technology forum, to name just a few. We always had a strong brand, but we weren't growing, particularly in China, where the industry is growing by leaps and bounds. We were not the first choice for young industry professionals in this important region. All of this has changed thanks to the encouragement of the society's executive committee and the efforts of our outstanding marketing team.

Approximately what percentage of your SID-related time is devoted to supporting Display Week? I do a number of volunteer gigs for SID: run corporate marketing and am regional VP for the Americas chapter; member

of the executive committee/board; organize the Bay Area chapter speakers; support overseas chapter that require a re-start; member of the awards committee; work on the CMO forum and Women in Tech forum; support the OLED anniversary event and the I-Zone; assist exhibitors; and I have my hand in a few other areas as well. From June thru December, I probably spend less than 50 percent of my SID-related time for DW, and more than 50 percent of my time from January thru May. In the next 30 days, I will probably spend 90% of my time on Display Week-related activities.

How important is DisplayWeek for SID? As a non-profit organization that was created to support the industry and is run by volunteers, we have to support various activities from Display Week to smaller symposiums in Asia and Europe, we subsidize *Information Display* magazine, and we support activities at our 17 chapters worldwide, throughout the year. Display Week is our major event where we can raise funds to support all of the activities that take place during the rest of the year.

This year's Display Week event is in Los Angeles. How does SID go about choosing the location for each show? A number of factors influence the selection of the location, as you can imagine, only some of which are in our control. We have held DW in various major cities in the U.S., but we get the largest attendance and the most exhibitors and sponsors when it is held in Silicon Valley. It's more convenient for our industry attendees from Asia, and there is also a large tech industry locally that is able to support DW. Therefore, we try to host as many events in Silicon Valley as possible. Of course, other tech organizations feel the same way about Silicon Valley, which causes venues to be sold out many years into the future. Many smaller cities in the U.S. are hard to get to for our international audience, finding suitable venues that are neither too big nor constraining is not trivial, having adequate hotel rooms close by is always a consideration, and the cost of putting together the event and finding local industry support are highly important. Finally, feedback from our industry audiences, the exhibitors and attendees, is a major influence on location selection. In the case of Los Angeles, we have held DW there in the past and have had very good luck with attendance. We are already seeing a double-digit growth in exhibition space compared to last year, we are seeing a 15-percent increase in paper submissions, and there's a 2.5X increase in I-Zone applicants – all of which points to it being another great event this year.

Usually very popular are the Display Week keynote addresses. Please give us a preview of this year's talks. Display Week is proud to present an extraordinary group of industry leaders as the 2017 keynote speakers.

- Paul Peng, Chairman and President of AU Optronics Corp., will discuss “The Warring States Era of Display Technologies,” focusing on the burning question of whether TFT-LCD will continue to evolve and sustain its dominance in the next decade amongst global competition.
- Clay Bavor, Vice President of Virtual Reality at Google, Inc., will share the insights of “Enabling Rich and Immersive Experiences in Virtual and Augmented Reality,” which requires an efficient and scalable software platform that unites rich services with compelling applications and tools, all delivering high performance.
- Henry Tirri, Executive Vice President and Chief Technology Officer at Harman International, will focus on the twists and turns of “Humanizing the Autonomous Car Experience.”

How many exhibitors do you expect at this year's Exhibition? Well over 200, all the major display companies in the world will be present. The exhibit space has grown by double digits this year, so we will see more of everything. In addition, in the I-Zone, we expect to have more than double the number of exhibitors than last year.

How did the CMO Forum come about? A significant number of our attendees are not directly involved in technology, particularly those from N America and Europe. We offer a lot of value to technology professionals but outside of the exhibition and networking opportunities we weren't offering more to industry colleagues, who are in marketing, sales, supply chain and other disciplines. So we came up with the CMO forum last year, we had CEOs,

CMOs talk about the commercial aspects of the display business, which was well received. Encouraged by this, the CMO Forum returns this year with a new panel of guest speakers who will share tips, tools, and insights about how to succeed in the rapidly changing marketplace of display technology.

The theme for this year is “content meets display”. The goal of this panel is to discuss how you can take sales and marketing to the next level in a highly correlated industry from content creation to display rendering. <http://displayweek.org/2017/Program/CMOForum.aspx> This year's line-up includes:

- Justin Kalvitz: Senior Vice President Global Commercial Business, Kent Displays
- Dr. Mark Verrall : Senior Vice President Research & Development, Merck KGaA
- Bahar Wadia: President, Visionox, USA
- Sridharan Subramanian (Sri): Senior Vice President, Technicolor
- And our moderator is Tara Akhavan, Vice-Chair of Marketing for SID and CTO/Co-Founder of IRYStec

This year SID is celebrating the 30th year since OLED technology was first introduced. Anything special going on at Display Week? Yes! We are celebrating this milestone with a special event. You'll hear from world-renowned scientists and learn why organic light-emitting diodes continue to pave the way for the future of display technology. <http://displayweek.org/2017/Program/OLED30thAnniversary.aspx> Topics include:

- Discovery of OLED (Ching Tang, co-OLED pioneer responsible for the 1987 seminal paper; currently a professor of chemical engineering at the University of Rochester)
- OLEDs for Life Space Technologies (Junji Kido, professor in the Department of Organic Device Engineering and Research Center for Organic Electronics at Yamagata University)
- Phosphorescent OLEDs: 20 Years in 20 Minutes (Dr. Julie Brown, Senior Vice President and CTO, Universal Display Corporation)
- Gamma Project: The Dawn of LTPS AMOLED Displays (Gopalan Rajeswaran, founder and director of Grantwood Technologies)
- OLED: A Look Back and A Look Ahead (Steve Van Slyke, co-OLED pioneer responsible for the 1987 seminal paper; currently CTO of Kateeva)

One of the new features at Display Week 2017 is a “Women in Tech” Forum. Tell us about this event. As part of our effort to make it easier for more women to participate in SID and join this growing industry, we have sought help from women leaders to share their knowledge and experience as part of Display Week's first “Women in Tech” forum. <http://displayweek.org/2017/Program/WomeninTech.aspx> Rashmi Rao, Senior Advanced Engineering, for Harman, will serve as moderator, with the following panelists participating:

- Julie Brown, Senior Vice President and CTO, Universal Display Corporation
- Candice Brown Elliott, CEO, Nouvoyance, Inc
- Heidi Dohse, Vice President, Product Execution, DTI Holdings
- Laura Rea, Senior Technology Program Manager, U.S. Air Force Research Laboratory
- Niaz Abdolrahim, Assistant Professor, Mechanical Engineering and Materials Science, University of Rochester

This exclusive event will be followed immediately by a networking opportunity where you'll have a chance to meet the panelists personally, and connect with colleagues from around the world.

One of my personal favorite parts of Display Week is the I-Zone – a relatively new feature. How did this exhibition format come into existence? It's tough to bring new display technologies to the market, particularly if you are a startup, or university research lab. You might have a product prototype, but getting it to the market and showcasing it to the world is a non-trivial thing. I would know; I have spent most of my career doing exactly this – marketing products. In an effort to encourage start-up companies to showcase their products, many of which are

still in R&D, SID created a forum for live demonstrations of emerging information display technologies and related areas in an exhibit called the “Innovation Zone” (I-Zone) in the main Exhibit Hall. The I-Zone will showcase the cutting-edge demos and prototypes that will lead to the products of tomorrow. The I-Zone offers start-up companies space to demonstrate their prototypes or other hardware demo units for three days, free of charge, at the premier display exhibition in North America, and gives attendees a chance to view best-in-class emerging information display technologies in a dedicated area on the show floor.

This year, the I-Zone committee, headed by Mr. Harit Doshi, worked hard to publicize the event and were able to secure 2.5x more applicants. From that list, they selected about 50 companies as recipients of the I-Zone free exhibit space. <http://displayweek.org/2017/Program/I-Zone.aspx>

About how many attendees do you expect at Display Week 2017? We expect about 7,000 attendees. We have over 5,000 registered members, over 200 companies will exhibit, and, in addition, we will have over 50 companies participate in the I-Zone.



Are you aware of anyone who has attended all of the Display Week events over the years? I did not know the answer to your question so I queried some of my friends and colleagues and here is what they said.

- “I believe Robert C, Knepper, SID Charter Member, may have attended all SID International Symposia and Display Weeks. Also see <http://www.sid.org/About.aspx#31799-history--50th-anniversary> for other Charter Members. I have attended every SID International Symposium and Display Week since joining SID in 1970.” Said Dr. Frederic J Kahn
- “Sri: I started with SID in 1974 and have been to all the conferences since then. So I am a relative newcomer,” said Dr. Aris Silzars
- “I started to attend the SID Int’l Symposia (AKA Display Week) in 1972,” said Dr. Anne Chiang

My first opportunity to attend Display Week/SID Intl Symposium was in 1998, I have attended all except one since then, I would be considered “new comer” by my mentors in the industry and as a “veteran” by the mentees that I coach. It’s a joy to be around professionals such as Fred, Aris, Anne and others that have given so much to the industry as well as those that are just out of school and are attending Display Week for the very first time.