SID VEHICLE DISPLAYS AND INTERFACES 2025
32nd ANNUAL SYMPOSIUM & EXPO
PROGRAM
September 9-10, 2025
Huntington Place, Detroit, MI

TUESDAY, SEPTEMBER 9, 2025

7:00 am – 5:00 pm	**REGISTRATION OPEN**
7:00 am – 8:00 am	BREAKFAST
8:05 – 8:15 am	**Welcoming Remarks** Michael Bork, Stellantis, Auburn Hills, MI, US Kai-Han Chang, General Motors, Warren, MI, US
8:15 – 9:00 am	**KEYNOTE 1** Janus Yuan, Lucid Motors, Newark, CA, US
9:00 am – 5:30 pm	**EXHIBITS OPEN**
9:00 – 9:15 am	**REFRESHMENT BREAK (Exhibit Hall)** ***Break supported by*** RADIANT VISION SYSTEMS

PANEL DISCUSSION: Automotive Market Display Trends (9:15 – 9:55 am)
Moderator: To be announced
Panelists (tentative): Bob O'Brien, Counterpoint Research, Ann Arbor, MI, US
Stacy Wu, Omdia, Taipei, Taiwan
Bill Thompson, Aquent, Royal Oak, MI, US

9:55 – 10:10 am **REFRESHMENT BREAK (Exhibit Hall)** ***Break supported by***

SPECIAL PRESENTATION: AR Waveguide and Hologram (10:10 – 10:40 am)
Presenter: Jamie Christmas, Envisics, Milton Keynes, United Kingdom

EXHIBITOR PRESENTATIONS (10:40 – 11:40 am)
Chair: Michael Boyd, Yazaki North America, Canton, MI, US

11:40 am – 12:40 pm LUNCH and EXHIBITS

SESSION 1: HEAD-UP DISPLAYS (12:40 – 2:00 pm)
Chair: Drew Harbach, Peterbilt Motors Company, Denton, TX, US

12:40 – 1:00 pm **Micro-Optical Components for Head-Up-Displays (HUD)**
1.1 Markus Rawert, Temicon GmbH, Dortmund, Germany

1:00 – 1:20 pm **Integration and Implementation for an AR 3D HUD System**
1.2 YaTing Chen, AUO Corporation, Hsinchu, Taiwan

1:20 – 1:40 pm **ALS Alternative Investigation for HUD Performance Improvement**
1.3 Michael Bork, Stellantis, Auburn Hills, MI, US

1:40 – 2:00 pm **Solar Flare Mitigation in High Efficiency AR-HUD, Automotive Holographic**
1.4 **Optical Thin Film Windshield Displays**
Jonathan Waldern, Luminit Inc, Torrance, CA, US

2:00 – 2:15 pm **REFRESHMENT BREAK (Exhibit Hall)** ***Break supported by***

SESSION 2: NEW DISPLAY SOLUTIONS I (2:15 – 3:35 pm)
Chair: Kimberly Peiler, AMS-OSRAM USA Inc., Novi, MI, US

2:15 – 2:35 pm **Advanced ACF Bonding Solutions for Automotive Micro-LED Applications**
2.1 Nelli Soudakova, Dexerials America Corporation, Santa Clara, CA, US

2:35 – 2:55 pm **Objective Picture Quality Measurements of Local Dimming Displays: Methods**
2.2 **and Comparison**
Seungchul Ryu, Faurecia Irystec, Montreal, PQ, Canada

2:55 – 3:15 pm **Accurate Wide Color Gamut Reproduction in Automotive Displays Using**

2.3 **Quantum Dot Displays**
Ian Khaw, Nanosys, Milpitas, CA, US

3:15 – 3:35 pm **Holographic Automotive Rearview Replacement System**
2.4 Rolf Naste, Metavista 3D, Inc., Toronto, ON, Canada

3:35 – 3:50 pm **REFRESHMENT BREAK (Exhibit Hall)** ***Break supported by***

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SESSION 3: METROLOGY I (3:50 – 4:30 pm)
Chair: Kai-Han Chang, General Motors, Warren, MI, US

3:50 – 4:10 pm **Benefits of the Helmholtz-Kohlrausch Effect for Automotive Displays**
3.1 Karlheinz Blankenbach, Pforzheim University, Pforzheim, Germany

4:10 – 4:30 pm **An Optimized Area Scan Approach to Optical Performance Analysis in**
3.2 **Automotive Displays**
Brian Guo, Ford Motor Company, Dearborn, MI, US

SESSION 4 (INVITED): MICROLED DISPLAY TECHNOLOGY I (4:30 pm – 5:30 pm)
Chair: Jerzy Kanicki, University of Michigan, Ann Arbor, MI, US

4:30 – 5:00 pm **MicroLEDs Display Technologies for Automotive Display Applications**
4.1 Yi Liu, Hongshi Intelligent Technology Co., Yancheng, China

5:00 – 5:30 pm **Nanowire LEDs for Automotive Displays**
4.2 Seth Coe-Sullivan. NS Nanotech, Rolling Hills Estate. CA, US

5:30 – 7:00 pm **NETWORKING RECEPTION**

WEDNESDAY, SEPTEMBER 10, 2025

7:30 am – 5:00 pm **REGISTRATION OPEN**

7:30 am – 8:00 am **BREAKFAST**

9:00 am – 5:00 pm **EXHIBITS OPEN**

8:00 – 8:15 am **Local SID Chapter Awards/Exhibition Best in Show Announcement**
Michael Bork, Stellantis, Auburn Hills, MI, US

8:15 – 9:00 am **KEYNOTE 2: AI at the Wheel: AI-Powered Displays Shaping the Future of Mobility**
Khader Hussain, HARMAN Automotive, Novi, MI, US

STUDENT PRESENTATIONS (9:00 – 9:30 am)
Chair: Bob O'Brien, Counterpoint Research, Ann Arbor, MI, US

SESSION 5: NEW DISPLAY SOLUTIONS II (9:30 am – 10:30 am)
Chair: Bob O'Brien, Counterpoint Research, Ann Arbor, MI, US

9:30 – 9:50 am **OLED and MicroLED Trends in Automotive Displays**
5.1 Changwook Han, UBI Research, Seoul, Korea

9:50 – 10:10 am **Visteon Dual Cell MICROZONE LCD Technology Development**
5.2 Paul Weindorf, Visteon Corp., Van Buren Township, MI, US

10:10 – 10:30 am **Advanced Technologies for Displays, Touchscreen**
5.3 HS Shin, Parade Technologies, Inc., San Jose, CA, US

10:30 – 10:45 am **REFRESHMENT BREAK (Exhibit Hall)** ***Break supported by***

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PANEL DISCUSSION: The Future of Automotive HUD (10:45 – 11:15 am)
Moderator: Bob O'Brien, Counterpoint Research, Ann Arbor, MI, US
Panelists (tentative): Jameson Christmas, Envisics, Milton Keynes, UK
Joe Pullukat, NSI, Bloomfield Hills, MI, US
Yeshvanth Venkatasubramanya, HARMAN Automotive, Novi, MI, US
Continental Automotive, Troy, MI, US
Ford Motor Company, Macomb, MI, US

SESSION 6: METROLOGY II (11:15 am – 11:55 am)
Chair: Eric Miciuda, Continental Automotive, Troy, MI, US

11:15 – 11:35 am **Perception Study on Displays in Automotive Center Console Locations and**
6.1 **Outdoors**
Nilesh Barange, Lincoln Technology Solutions, Inc., Cary, NC, US

11:35 – 11:55 pm **Addressing the Visual Inspection Challenges of MicroLED Displays & Lighting**
6.2 **in Vehicles**
Andrew Munro, Radiant Vision Systems, Redmond, WA, US

12:00 – 1:15 pm **LUNCH and EXHIBITS**

SESSION 7: DISPLAY SYSTEMS (1:15 pm – 2:15 pm)
Chair: Michael Bork, Stellantis, Auburn Hills, MI, US

1:15 – 1:35 pm **Optical Measurement Technique for Assessing Fingerprint Visibility on**

7.1 **Display Cover Glass with Automotive Lighting Considerations Using LightBox**
Byung Joo, Corning Incorporated, Corning, NY, US

1:35 – 1:55 pm **Perceived Differences and Preferences of Automotive Display Coverglass**
7.2 Matthew Ronnenberg, Corning Incorporated, Corning, NY, US

1:55 – 2:15 pm **ALIYOS Enabling Automotive Interiors of the Future**
7.3 Kimberly Peiler, AMS-OSRAM USA Inc., Novi, MI, US

2:15 – 2:30 pm **REFRESHMENT BREAK** ***supported by***

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SESSION 8: INTERFACES (2:30 pm – 3:30 pm)
Chair: Bruce Banter, Tech-D-P Inc., Northville, MI, US

2:30 – 2:50 pm **Enhancing Digital Cockpits with Real-time 3D Rendering and Generative AI for**
8.1 **Immersive HMI Experiences**
Sunghwan Choi, LG Electronics, Seoul, Korea

2:50 – 3:10 pm **Reimagining Interaction: Optical Force & Touch Sensing for Smart, Safe**
8.2 **Surfaces in Automotive Design**
Paul Weindorf, Visteon, Van Buren Township, MI, US

3:10 – 3:30 pm **Infotainment Position Optimization Study to Enhance Effective**
8.3 **Visibility for Driver**
Salman P H, Maruti Suzuki India Limited, Gurugram, India

3:30 – 3:45 pm **REFRESHMENT BREAK** ***supported by***

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SESSION 9: OPTICAL ADHESIVES/FILMS (3:45 – 4:25 pm)
Chair: Mark Larry, Ford Motor Co., Macomb, MI, US

3:45 – 4:05 pm **Optimized Anti-Reflection Films for Automotive Displays with Embedded**
9.1 **Driver Monitoring Sensors**
Nelli Soudakova, Dexerials America Corporation, Santa Clara, CA, US

4:05 – 4:25 pm **High-Refractive Index Materials for High-Performance Automotive Display**
9.2 **Applications**
Peter Guschl, Pixelligent Technologies, Baltimore, MD, US

SESSION 10 (INVITED): MICROLED DISPLAY TECHNOLOGY II (4:25 pm – 5:55 pm)

Chair: Jerzy Kanicki, University of Michigan, Ann Arbor, MI, US

4:25 – 4:55 pm **10.1** **Reimagining Automotive Lighting with MicroLED: A Paradigm Shift in Functionality, Design, and Safety**
Reza Chaji, VueReal Inc., Waterloo, ON, Canada

4:55 – 5:25 pm **10.2** **Revolutionizing Automotive Displays with Remote Epitaxy MicroLEDs**
Jeehwan Kim, Massachusetts Institute of Technology, Cambridge, MA, US

5:25 – 5:55 pm **10.3** **Analog PWM Pixel Circuit for Full Color Active-Matrix MicroLED Displays**
Haoyang Yan and Jerzy Kanicki, University of Michigan, Ann Arbor, MI, US