



**SID VEHICLE DISPLAYS AND INTERFACES 2026
33rd ANNUAL SYMPOSIUM & EXPO
PROGRAM**

**September 15-16, 2026
Huntington Place, Detroit, MI**

TUESDAY, SEPTEMBER 15, 2026

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

7:00 am – 8:00 am **COFFEE**

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: Seamless Integration: Converging Invisible Safety and Immersive HMI in Future Cockpits**
James Park, BOE Varitronix Limited, Hong Kong

9:00 am – 5:30 pm **EXHIBITS OPEN**

9:00 – 9:20 am **REFRESHMENT BREAK (Exhibit Hall)**

MARKET SESSION: Automotive Market Display Trends (9:20 – 10:10 am)

Moderator: Michael Bork, Stellantis, Auburn Hills, MI, US

9:20 – 9:45 am **The Lincoln Nautilus UX/UI Design Process: End-to-End HMI Flow from Vision to Software-Readiness**
Nicolas Thetard, Ford Motor Company, Dearborn, MI, US

9:45 – 10:10 am **Innovation on Display: Marelli's Consumer Insight Study**
Salvatore Grande, Marelli, Ismaning, Germany

EXHIBITOR PRESENTATIONS (10:10 – 11:00 am)

Chair: Michael Boyd, Yazaki North America, Canton, MI, US

11:00 – 11:20 am **REFRESHMENT BREAK (Exhibit Hall)**

TUTORIAL: Recent Advances in LCD, OLED and microLED for Vehicle Displays (11:20 am – 12:20 pm)

Presenter: Shintson Wu, University of Central Florida, Orlando, FL, US

12:20 – 1:35 pm LUNCH and EXHIBITS

SESSION 1: NEW DISPLAY SOLUTIONS (1:35 – 3:15 pm)

Chair: Kimberly Peiler, ams-OSRAM USA Inc., Novi, MI, US

1:35 – 1:55 pm **Narrowing the Focus: Touchstones in Practical OD Reduction**
1.1 Joel LaLone, ams-OSRAM USA Inc., Novi, MI, US

1:55 – 2:15 pm **MoS₂ Thin-Film Transistor Backplane for 5 × 7 μm² Pixel Full Color microLED Displays**
1.2 Junyao Hao, University of Michigan, Ann Arbor, MI, US

2:15 – 2:35 pm **Extending DP/eDP in Automotive Display Links with Native Panel Interfaces, USB-C Interconnects, and MST Hub Architectures**
1.3 Michael Naldrett, Parade Technologies, Lynnwood, WA, US

2:35 – 2:55 pm **VESA DisplayPort Automotive Extension (DP AE)**
1.4 Neal Kendall, Teledyne LeCroy, Elgin, IL, US

2:55 – 3:15 pm **Spatial Display Solution for Heavy Duty Vehicle Reverse Driving System**
1.5 Silvino Presa, Metavista3D Inc, Toronto, Canada

PANEL DISCUSSION: Display Tech Race (3:15 – 3:45 pm)

Moderator: Bob O'Brien, Counterpoint Research, Ann Arbor, MI, US

Panelists: Arun Mahapatra (AUO Mobility Solutions Corp.)
 Eric Miciuda (Aumovio)
 LG/Samsung (OLED) – TBC
 Additional Speakers

3:45 – 4:05 pm REFRESHMENT BREAK (Exhibit Hall)

SESSION 2: METROLOGY (4:05 – 5:25 pm)

Chair: Eric Miciuda, Aumovio, Auburn Hills, MI, US

4:05 – 4:25 pm **A Highly Reproducible Quantitative Method for Evaluating Fingerprint Cleanability on Automotive Displays**
2.1 Nelli Soudakova, Dexerials America Corporation, Santa Clara, CA, US

2.2 **WITHDRAWN**

4:25 – 4:45 pm **An FFT-Based Grid Mura Index for Quantitative Evaluation of Periodic Display**

2.3

Non-Uniformity

Dongwoo Kim, BOE Varitronix Limited, Hong Kong

4:45 – 5:05 pm

2.4

Robust Testing of Automotive SERDES Links: From Physical Layer Effects to System-Level Validation of Vehicle Displays

Andreas Hudak, TZ Electronic Systems GmbH, Niefern-Öschelbronn, Germany

5:05 – 5:25 pm

2.5

Using Gamut Rings to Evaluate Ambient-Light Color Volume in Automotive WOLED and QD-OLED Displays

Ian Khaw, Nanosys, Milpitas, CA, US

5:25 – 7:00 pm

RECEPTION

WEDNESDAY, SEPTEMBER 16, 2026

7:30 am – 4:00 pm

REGISTRATION OPEN

7:30 am – 8:00 am

COFFEE

9:00 am – 4:00 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: From Optical Engineering to Agentic Interfaces: AI, Automotive Light-Field Displays, and the HUD-Driven Future of UX Design

Yunfan Wang, Zhejiang Chief Technology Co., Ltd., Shanghai, China

STUDENT PRESENTATIONS (9:00 – 9:30 am)

Chair: Bob O'Brien, Counterpoint Research, Ann Arbor, MI, US

9:30 – 10:10 am

REFRESHMENT BREAK (Exhibit Hall)

SESSION 3: HEAD-UP DISPLAYS (10:10 am – 11:30 am)

Chair: Michael Bork, Stellantis, Auburn Hills, MI, US

WITHDRAWN

3.1

10:10 – 10:30 am

3.2

Reconfigurable Freeform Optics for Automobile Head-Up Display Architectures

Renuka Manjula Narayanan, University of Rochester, Rochester, NY, US

10:30 – 10:50 am

3.3

Holographic AR HUD with Large Field of View and Compact Light Engine

Andrey Volkov, TruLife Optics, London, UK

10:50 – 11:10 am

The Screenless HUD: A Compact Waveguide Architecture for Next-Generation

3.4 **DLP Automotive Head-Up Displays**
John Ferri, Texas Instruments, Dallas, TX, US

11:10 – 11:30 am **Microstructured Components for Head-Up-Displays (HUD)**
3.5 Jörg Mick, temicon GmbH, Dortmund, Germany

11:30 – 11:50 am **REFRESHMENT BREAK (Exhibit Hall)**

SESSION 4: TOUCH/DRIVER INTERFACES (11:50 am – 12:30 pm)

Chair: Bruce Banter, Tech-D-P Inc., Northville, MI, US

11:50 am– 12:10 pm **Context-Aware and Functionally Safe Automotive Touch Interfaces for Next-Generation Cockpits**
4.1 Shanmukh Kandala, NXP Semiconductors, Leander, TX, US

12:10 – 12:30 pm **Hardware-Driven Attention Retargeting for Automotive FALD Displays via Saliency-Guided Backlight Control and Pixel Compensation**
4.2 Seungchul Ryu, Forvia, FCE Montreal R&D, Montreal, Canada

12:30 – 1:45 pm **LUNCH and EXHIBITS**

SESSION 5: DISPLAY SYSTEMS (1:45 – 2:45 pm)

Chair: Michael Bork, Stellantis, Auburn Hills, MI, US

1:45 – 2:05 pm **INVITED: The Rise of KSF Phosphor in Enabling Wide Color Gamut, Reliable Automotive Displays**
5.1 James E. Murphy, Edison Innovations LLC, A Dominion Harbor Company, Niskayuna, NY US

2:05 – 2:25 pm **Quantum Dot Color Conversion: Driving MicroLED Costs Down to Accelerate Vehicle Display Integration**
5.2 Kim De Nolf, QustomDot, Gent, Belgium

2:25 – 2:45 pm **A Study of Visual Acuity on Automotive Displays**
5.3 Biaohe (Brian) Guo, Ford Motor Company, Dearborn, MI, US

2:45 – 3:05 pm **REFRESHMENT BREAK (Exhibit Hall)**

SESSION 6: OPTICAL ADHESIVES/FILMS (3:05 – 4:05 pm)

Chair: Kai-Han Chang, General Motors, Warren, MI, US

3:05 – 3:25 pm **Zero Color Shift: Advanced Anti-Reflection Films for Next-Generation Automotive Displays**
6.1 Nelli Soudakova, Dexerials, America, Santa Clara, CA, US

3:25 – 3:45 pm **Displactor: A Reconfigurable Magnetic Optical-Film Interface for Adaptive Vehicle Display Readability**
6.2 Filippo Gioco, Independent Inventor / Displactor, Munich, Germany

3:45 – 4:05 pm

6.3

**Advanced Anti-Reflection-Coated Cover Glass for Improving the Optical
Quality of Automotive Interior Displays**

Byung Joo, Corning Incorporated, Corning, NY, US