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# EuroDisplay 96

Report by David Dunmur

The Society for Information Display's 16th International Display Research Conference was held on 1–3 October 1996 at the Birmingham Metropole Hotel at the National Exhibition Centre, England. Alongside the conference was the Electronic Information Displays Exhibition, so delegates not only heard about new developments in the conference presentations, but were able to view the state-of-the-art displays at the exhibition. There were more than 500 delegates to the conference from all over the world, while the exhibition attracted more than 1000 visitors. The SID conferences embrace all display types, so there is always a competitive element between the rival technologies. In EuroDisplay 96 this rivalry was taken up by the Keynote Speakers who opened the conference. James Smith of Philips opened the contest with a presentation entitled 'Who dares to challenge CRT', in which he drew attention to the cost and performance advantages of the CRT. Even though the CRT industry is based around a mature technology, there is substantial investment in R&D, with improvements in brightness, contrast and resolution, and the introduction of CRT flat panel displays. He concluded that CRTs will

continue to dominate the TV and monitor market well into the next millenium. In taking up the challenge, Professor Peter Raynes of Sharp Laboratories Europe surveyed the field in his lecture 'Flat Panel Displays into the Next Millenium', and he reminded the conference of a well known motto 'He who dares wins'. He drew attention to government-inspired initiatives in Flat Panel Displays in Japan, the UK/Europe and US which will reinforce R&D. This can be expected to result in rapid improvements in LCDs which will indeed represent a significant challenge to the CRT market. In LCDs there is a move to larger displays for notebooks from 10.4 to 12.1 inch, and up to 20–40 inch for TVs and monitors, with improvements promised in angle of view, brightness using for example reflective polarizers, and lower power consumption. Thus the scene was set for a contest of science and technology for the period of EuroDisplay 96.

The scientific programme of EuroDisplay 96 was concentrated into 18 parallel sessions of invited and contributed talks with a single poster session, and the popular author interviews held at the end of each day. Of the oral sessions 7 were specifically concerned with LCDs, and generally seemed more popular than the sessions running in parallel. The invited talks on liquid crystals covered the following topics: Electric field analysis in TFT-LCDs with in-plane switching mode of nematic LCs (Ohta, Hitachi); Polymer liquid crystal networks (Kelly, University of Hull); New applications of liquid crystals (Coates, Merck); Trends in the development of low-power colour LCDs (Ishii, Sharp); Novel addressing schemes for ferroelectric LCDs (Jones, DERA Malvern); Addressing of STN displays (Scheffer, InFocus Systems); Polymer stabilized 'up-down' bistable devices (Bos, Kent State University). Extended abstracts for these and all other contributions are published in the Conference Proceedings available from SID. At the end of the conference there was no clear winner in the technology contest,



Keynote speaker: Professor Peter Raynes, Sharp Laboratories of Europe.

but the LCD industry continues to develop and produce new competitive products. Advances in reflective displays figured strongly, and phase-change guest-host displays seem to be making a comeback, if indeed they ever went away. The organizers can be satisfied that the best of all the rival technologies was presented, and the Conference Chair Ron Johnson and Programme Chair Alan Moseley together with their Committees can be congratulated on a highly successful and stimulating EuroDisplay 96.

The Electronic Information Displays Exhibition that ran in parallel with EuroDisplay was very popular, and featured many of the leading Display Companies from Europe, North America, and a small representation from Japan and the Far East. It is clear that the display industry remains highly competitive, and it was interesting to see developments in electro-luminescent, plasma and field-emission displays which do pose a challenge for some LCDs. For large area displays, the prizes went to a 42 inch wall-mounted plasma display from Fujitsu and the digital micro-mirror display developed by Texas Instruments. It is to be hoped that at the next EID Exhibition, developmental large area LCDs will be able to meet and beat the opposition.



Keynote speaker: James Smith, Philips Display Components, Europe.