

## Press Release



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## Towards a Permanent European Platform for Advanced Displays

### Coordination action to strengthen the EU displays community

A consortium of six European organisations – four industry associations and two academic networks – announced today that they have started ADRIA (Advanced Displays Research Integration Action), a network project to enhance the competitiveness of the European advanced displays community. Funded by the European Commission, ADRIA aims to create a “one stop shop” for modern information display technologies and applications for Europe.

European researchers and suppliers are global drivers in display innovation – on the other hand Europe is a major influence on the market for display applications. However, European R&D is scattered, and lacks both collaboration and a strong production base. “That’s why we want to mobilise the entire European display community to create one strong and coherent European voice”, says Eric Maiser, coordinator of the project. ADRIA’s six partners are:

- the German Flat Panel Display Forum (DFF) within the German Engineering Federation VDMA,
- Semiconductor Equipment and Materials International (SEMI),
- the Scottish Optoelectronics Association (SOA),

- the French Club VISU also representing the European chapters of the International Society for Information Display (SID),
- the Swedish LCD Center and
- the University of Dundee in the UK.

“A large representation in the displays sector in Europe, a lean management plus great know-how in setting up communication platforms – we believed that a club of associations and existing research networks could do the job best”, explains Hermann Schenk, head of the ADRIA steering committee and chairman “technologies” of the DFF, where the idea of ADRIA was born. The European Commission was convinced and funds the 2-year project with € 1 M from the IST priority of their 6<sup>th</sup> framework programme.

Apart from carrying out a comprehensive review of European activities in the display field and making it accessible in a comprehensive database, other goals of ADRIA include a Europe-focussed technology roadmap for the displays sector, the development of a coherent approach to education and training of display engineers as well as the consolidation and enhancement of standards knowledge. “This will only work with the strong support of the European displays community, from research to application, from materials to systems, embracing all display technologies, not only LCD”, stresses Maiser. “Everybody who actively helps to create our knowledge base by feeding significant information in, will get free access to it”.

The two year project is just the start: “The initial idea was to set up a permanent platform, a European display federation”, says Schenk. “The community wants this. With ADRIA, the European Commission enables us to create the services for such a representation.” A call for such an action sent out by DFF last year, resulted in almost 100

Expressions of Interest from all over Europe. “This made us start the initiative”, adds Schenk, “and we have found a perfect set of partners plus the Commission support to make ADRIA happen.”

Among their overall competence in the display field, the partners have distinct knowledge in the fields ADRIA addresses with specific work packages:

- SEMI are well known for their standards work in flat panel displays,
- SOA has a track record of successful technology roadmapping , including two generations of display technology roadmaps,
- Club VISU already organises training events in France, and – with SID – the international “Eurodisplay” conferences,
- the Swedish LCD Center and the University of Dundee are already running separate Masters level degree programmes in display technology,
- and VDMA is the largest industry association in Europe with an over 100 year old tradition in running and financing networks.

ADRIA will soon approach the European display community with calls for information input and will set up meetings, conferences and workshops to kick-off the planned activities and services.

Useful links:

<a href="http://www.adria-network.org">www.adria-network.org</a>		
<a href="http://www.displayforum.de">www.displayforum.de</a>	DFF	Germany
<a href="http://www.vdma.org">www.vdma.org</a>	VDMA	Germany
<a href="http://www.semi.org">www.semi.org</a>	SEMI	International
<a href="http://www.optoelectronics.org.uk">www.optoelectronics.org.uk</a>	SOA	UK
<a href="http://www.eurodisplay.org">www.eurodisplay.org</a>	Le Club Visu	France
<a href="http://www.sid.org">www.sid.org</a>	SID	International
<a href="http://www.lcdcenter.com">www.lcdcenter.com</a>	Swedish LCD Center	Sweden
<a href="http://www.displaymasters.ac.uk">www.displaymasters.ac.uk</a>	Dundee University	UK