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4-5 November 2008, Düsseldorf, Germany

Display Evolution - Adapting for 2009

Darwin's book 'The Origin of the Species' (published almost 150 years ago) stated that those able to adapt to change would survive, and not necessarily the fittest or strongest. At DisplayForum, experts from throughout the electronics display industry in Europe will be discussing how the conditions in the markets will evolve and what adaptations by manufacturers, brand owners and retailers will be necessary for survival in 2009 and beyond.

Day 1 Tuesday 4th November	Day 2 Wednesday 5th November
08.30-09.00 Registration and coffee	08.30-09.00 Registration and coffee
09.00-09.10 Introduction and welcome	09.00-09.10 Introduction and welcome
09.10-10.30 What has driven the TV markets in Europe and world-wide and how will this continue to affect sales in 2009? Advances in technology and continued investment have driven growth in year-on-year sales for the TV market in Europe and world-wide recently. However, with many developments now realised and tough financial times ahead, the TV sector in 2009 needs to be ready for the challenges to come. Speakers will analyse the current state of the markets for TV and give insight into evolving market trends. <i>Speakers for this session:</i> Piet de Coelewijn, Vice President Hardline Sales, Amazon ABN Amro Paul Gray, Director of European TV Research, DisplaySearch Goksen Sertler, Market Research Analyst Advanced TV, Meko	09.10-10.40 Can monitor makers meet the demands of today's buyers? Green IT is the new hot topic for monitor and notebook manufacturers, with issues such as power consumption, end-of-life and recyclability now key to meeting consumer demands. Performance and functionality still remain important and will also be high on the agenda. <i>Speakers for this session:</i> Tom Shell, Worldwide Visuals Business Unit Vice President, Lenovo Andy Bowden, Worldwide Commercial Display Director, HP Niels Keunecke, Senior Director, Fujitsu Siemens Pete Gamby, Research Director, Meko
10.30-10.50 Break	10.40-11.00 Break
10.50-12.45 How will the TV brands meet consumer demands in 2009? Consumers are demanding high levels of performance and functionality from the TV set makers. So far technological developments have kept up with expectations, but what will the TV brands do next to entice consumers to spend their money? <i>Speakers for this session:</i> George Damigos, General Manager - TV Europe, Sony Samsung SDI Fabien Roth, European TV Marketing Manager, Panasonic Roland Bohl, Director R&D Product Development, Loewe Bruce Berkoff, Principal, LCD TV Association	11.00-12.30 Monitor issues go on.. Green IT practice may soon become necessary as part of regulations within the EU so this debate carries on. Monitor and notebook manufacturers also have to consider the duty and channel issues which will be discussed. <i>Speakers for this session include:</i> Jos Verstraten, Director - Customs & Int. Trade, PricewaterhouseCoopers Paul Butler, General Manager, Nexgen Dr Wendy Williams, Corporate Strategist, TCO Development Ken Macintosh, FMD & Packaging Engineer, Ineos Nova
12.45-14.00 Lunch	12.30-13.50 Lunch
14.00-15.20 Evolving picture quality - delivering to the consumer The way in which TV content is received by consumers provides many opportunities for development. This session looks at the drivers for digital and HD TV in Europe, the delivery through new media and the impact on the set market. <i>Speakers for this session include:</i> Adi Kouadio, Project Manager, European Broadcasting Union Alp Somurek, Director of Sales and Business Development, TVonics Bob Raikes, Managing Director, Meko	13.50-15.10 Will the public display market achieve strong growth in 2009? Some within the public display industry see this market as having the potential to be explosive - but this is mainly within Asia and the USA. Can this market be driven forward in Europe to meet these high levels of expectation? <i>Speakers for this session include:</i> DisplaySearch Clemens von Braunmuehl, Manager Product Management, NEC
15.50-17.00 Evolving picture quality - making sure the consumer sees the best picture Manufacturers need to ensure that their sets deliver high quality content with the best possible picture quality. How best to achieve this will be under discussion. <i>Speakers for this session include:</i> Samir N. Hulyalka, Chief Technical Officer - DTV Products, AMD Yannick Paillard, Digital TV Business Line Director, ST Micro Unipixel	15.10-15.30 Break
Evening Gala Dinner Delegates will be taken to the Uerige brewery to dine in a traditional German atmosphere. This will be an informal evening giving delegates the opportunity to relax and socialise.	15.30-16.45 Using public displays to the best advantage Digital signage applications are in their infancy. Many within the industry believe that this is a growth market which LCD manufacturers must be ready to exploit to be successful. <i>Speakers for this session include:</i> Oscar Elizaga, Vice President EMEA, Scala Sven Johansson, Manager eSignage Business, Sharp Drs Björn Teuwse, Manager Marketing & Communications, Philips Ingram
	16.45 Conference closes

BOOKING INFORMATION

For details of how to book your place at the DisplayForum 2008 conference go to:
www.displayforum.com

This unique conference for the electronic display industry will provide vital knowledge at a time of unprecedented opportunity in the market. Organised by leading market research companies Meko Limited and DisplaySearch, DisplayForum 2008 will bring together experienced analysts from Europe, North America and Asia with world-wide industry leaders and experts from all sectors of the dynamic market for electronic displays.



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