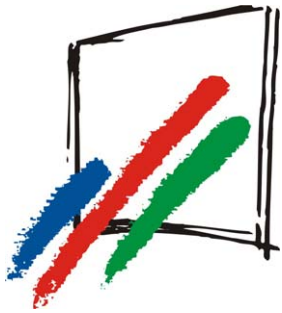


1/2009



# DFF Newsletter

## Editorial

Dear Reader,

With LCDs being mainstream technology for years and large format OLEDs again delaying, 2009 might become the year of e-paper.

It seems digital books are with us and set to grow, at least outside of Japan, and particularly so if prices to fall to where e-text book readers for students are feasible, which is an eager market. No doubt the provision of sufficient reading matter with easy wireless download is crucial. Will the market gravitate towards value-improved e-book readers, cell phones or improved lower-cost, lower-power laptops? Maybe this question gets answered throughout this year.



Anyway, in this newsletter, we have a focus article on e-book readers that are now also available on the European market to a larger extent. But, similar as for OLED TVs, with other electronic articles improving very fast, the success of these readers may be tackled.



Furthermore, this newsletter reports on display related conferences and trade shows in the first months of this year, like the ISE with the Digital out of Home Business Conference in Amsterdam and the embedded world together with the Electronic Displays Conference in Nürnberg.

Last but not least, this newsletter of course reports on current and upcoming DFF activities and events and gives you an overview on the news in the display community – in Europe and abroad.



Enjoy reading!

## Short Content

- Editorial
- E-paper – will it finally succeed?
- Display Trends in 2008
- Conferences and trade shows in early 2009
- News from DFF
- News from DFF members
- Other News
- Events calendar

DFF would like to thank all members and guests for contributing to this newsletter. Guest contributions do not necessarily reflect the opinion of DFF.

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April 27/28 2009  
**30th DFF Working Group Meeting**

*Thematic Priority: Production, Technologies and Applications of Flat Panel Displays*

Hosted by Sharp Microelectronics Europe  
 Hamburg, Germany

May 5, 2009

**DFF Automotive Platform Working Group "Link"**

Hosted by Rosenberger  
 Fridolfing, Germany

June 2-4, 2009

**SID 2009**

**German Pavilion**

*International Symposium, Seminar & Exhibition*

San Antonio, TX, USA

June 10, 2009

**DFF Automotive Platform Working Group "Displays"**

VDMA-DFF  
 Frankfurt/M, Germany

June 23-25, 2009

**LOPE-C Logo Large-area, Organic & Printed Electronics Convention**

Messe Frankfurt

Frankfurt, Germany

*Special conditions for DFF members*



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## Calendar of Events 2009

September 9, 2009

**DFF Annual General Assembly and Board Elections**

Munich, Germany

September 10, 2009

**31st DFF Working Group Meeting**

*Thematic Priority: Displays for Automotive Applications and Display Interfacing*

Hosted by BMW Group  
Munich, Germany

September 14-17, 2009

**Eurodisplay 2009**

*XXIX International Display Research Conference*  
Rome, Italy

December 2/3, 2009

**32nd DFF Working Group Meeting**

*Thematic Priority: Materials and Equipment for Flat Panel Displays*

Hosted by Plansee Metall GmbH  
Reutte, Austria

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