



DFF Newsletter

Q1 2008

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1 Editorial

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The addressing and connection of displays have not been in the focus of the DFF activities up to now. The increasing numbers of displays used in a car today with rising screen sizes and ever higher resolutions on one hand and very strict requirements for the displays and their periphery on the other hand place a special emphasis on display controllers and interfaces. For these reasons, the first meeting of the DFF Automotive Platform - a special DFF working group with focus on the automotive industry – was dedicated to this topic.

On November 23, 2007, 29 participants met in the VDMA building in Frankfurt. In five presentations, they were provided an overview on current display interfaces, display controllers and the integration of interfaces into controllers. The companies presenting also gave insights into their views of the future. After the informative first part, fruitful discussions started, first in a session with everybody at one table. In the afternoon, OEMs and the Tier 1 to 3 companies split and worked further in two smaller sessions.

The companies were discussing the need for standardised interfaces. At the moment, the interfaces are not compatible and the exchange of products during the lifetime of a car production series is related to massive difficulties and costs. Furthermore, the integration of interfaces and controllers is also desired for cost reasons. As standardisation is a long process requires a lot of resources and persons dedicating their time to work on standards, good arguments are needed before the decision can be taken to really start this process. It would require the OEMs to define their requirements and to commit to then also use the standards for several years. Tier 1 to 3 would have to discuss on realistic implementation of the OEMs' wishlist.



Now the first step of a closer collaboration between OEMs and Tier 1, 2 and 3 have been taken. There is a common understanding, that joint discussions will help all players in that industry. The feedback following the first meeting of this automotive platform was positive. The discussion is open on how to proceed and the DFF will take care of the wishes and requirements of the automotive display branch. In the next time, DFF will carefully review objectives of the participants of this meeting and set the date and the agenda for the next meeting.

In this newsletter, the focus is set on displays and solid state lighting used in the automotive. As the topic is very broad, it can only serve as an overview and should also help those not so closely involved in that business to get an idea of what this topic is about. Furthermore, this newsletter reviews current developments, announcements of new plants and other news from the display industry. As we got good feedback on adding more market data, we also added more of this information into the newsletter. At the moment, DFF is in discussions with market research companies to negotiate special conditions for our you to acquire market information and reports.

The DFF Newsletter is not only dedicated to deliver the latest information to the DFF members, but to also spread information from one member company to the others. You are welcome to write guest articles about latest developments or other information relevant to the display community. Please also send us your press releases so that we can add more news from our members. Furthermore, if you have topics of special interest to you that are also a benefit for others, please tell us – this could lead to a thematic priority of one of the next issues.

7 Calendar of Events

- German Pavilion
SID 2008
Los Angeles, CA, USA
May 18-23, 2008
- German Pavilion
Display Taiwan 2008
Taipei, Taiwan
June 11-13, 2008
- Taiwan-German Business Meeting
Taipei, Taiwan
June 12, 2008
- DFF General Assembly
Freiburg, Germany
August 28, 2008
- DFF Working Group Meeting
“Equipment for the Production and Testing of Displays”
Host: Hüttinger Elektronik GmbH & Co. KG
Freiburg, Germany
August 27/28, 2008



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