



DFF Newsletter

Q2 2008

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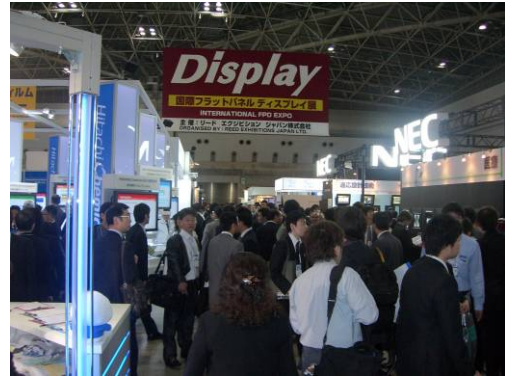
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1 Editorial

By Dr. Susanne Bieller, DFF

The second quarter of 2008 has passed with three major display trade shows being held in Japan, USA and Taiwan. In this newsletter we will thus focus on the highlights of these shows.

The **Finetech Japan** took place from April 16-18, 2008 in Tokio Big Sight for the 18th time this year. With a record number of 668 exhibitors and 56,753 visitors, the Finetech claims to be the world's largest show in the FPD industry. The Finetech consists of various zones/corners/areas. In 2008, Film Forming/Processing Corner and FPD Inspection Technologies Area were newly established. This newsletter will summarise the highlight of this show (see section 2), while more details are reported in DFF's trade show report available separately (see section 5.2.1, page 18).



During **SID 2008**, held from May 18 to 23, 2008, 7600 displays enthusiasts from 44 countries gathered in Los Angeles. In this newsletter, Prof. Karlheinz Blankenbach reports highlight of the conference and exhibition (see section 3), while during the next DFF meeting, Dr. Jürgen Wahl will further go into detail. Moreover, please have a look in the DFF trade show report on SID to find out more about the exhibition (see section 5.2.2, page 18).





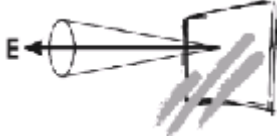
Finally, the **Display Taiwan 2008** opened its doors to the display community in the Taiwan World Trade Center Taipei from June 11 to 13, 2008. After a difficult year 2007 with two separate shows held by PIDA and SEMI, 2008 was a very successful show, jointly organized by TAITRA (Taiwan External Trade Development Council), PIDA (Photonics Industry & Technology Development Association), SEMI (Semiconductor Equipment and Materials International), and TCA (Taipei Computer Association). Together with the Opto Taiwan, the LED lighting, Solar Taiwan and Optics Taiwan (with a total of 264 exhibitors at 660 booths), all held in the TWTC, the show attracted 3,600 international buyers (mostly from Japan, Korea, China, USA and Germany) and nearly 32,000 domestic visitors, a 10% rise on the previous year. A total of 261 exhibitors from Taiwan and abroad (Germany, Japan, Korea, USA, Austria, UK, France, Holland, Singapore, China) used over 700 booths to show their latest breakthroughs, including state-of-the-art panels, equipment, materials, and spare parts. The four major topics of the Display 2008 were "light and thin", "environmental friendly", "energy saving" and "touch screens". The show highlighted that Taiwan is not only number one concerning the worldwide display sales but also does not have to stand behind Japan and Korea when it comes to show the latest developments like OLED and signage displays. Exhibitors of such products included AU Optronics that showcased the world's thinnest 13.3" TFT-LCD, the world's lightest 46" TFT-LCD with cold cathode fluorescent lamp (CCFL) back-light, and the world's most power-saving 10.2" TFT-LCD and the latest free-form technology and the most popular in-cell multi-touch panels. Another exhibitor was Chi Mei



Optoelectronics that introduced panels in three dimensions, 32", 42", and 47", which effectively cuts energy consumption by 30% to 50% with its modified back light and corrected optical film that surpasses environmental and energy-saving requirements. And nearby was Chunghwa Picture Tubes that paraded a series of energy-saving products in 37", 32", 20.1", and 18.5" that cut the number of tubes by using high-performance optical film design. The new picture monitor slices in half the amount of power consumed from traditional design. And RiTdisplay, on the other hand, showed the world's first amazing in-cell touch screen OLED panel. The high importance of this show for Taiwan was stressed by Taiwan's president Ma opening the exhibition.

Enjoy reading!

8 Calendar of Events

- **28th WGM “Equipment for the Production and Testing of Flat Panel Displays” and Annual DFF General Assembly**  **TRUMPF**
 August 27/28, 2008
 Freiburg, Germany
 Host: HÜTTINGER Elektronik GmbH + Co. KG
- **2nd DFF Automotive Platform**
 special event addressing automotive and supply industry
 September 22, 2008,
 VDMA, Frankfurt, Germany 
- **Display Forum 2008**
 „The European Market for TVs, Monitors and Public Displays:
 Display Evolution - Adapting for 2009“
 November 4-5, 2008
 Düsseldorf, Germany 
- **DFF at electronica 2008**
 meet DFF at the electronica trade show in Munich
 November 11-14, 2008
 Messe München 
- **29th WGM “System Integration and Distribution”**
 November 2008
 place and host tbc.
- **DFF Practical Workshop "Display metrology"**
 Theory, basic principles and hands-on training
 Fall 2008, tbd.
 University Pforzheim, Germany 

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.