

The Int'l Forum of Touch Screen Standardization

The recent research shows that the display centered around the mobile devices including smartphones, tablet PCs with touch screen has increased dramatically. Therefore, we Korea Display-Industry Association is conducting the international forum regarding touch screen standardization to highlight the importance of standardization. Your participation in the forum would be welcome.

1. The goal of the forum

- To share the up-to-state news and discover the technical standards of 『Touch Screen』.
- To emphasis the importance of International Standardization.

2. The outline of the forum

- Date and time : 12th(Wed.), Oct. '11, PM 02:00~05:40
- Place : #211, Exhibition Hall #1, Kintex, Ilsan Korea
- Subject : The industry trend and standardization of 『Touch Screen』

3. The detailed schedule

- The principal of the forum : Prof. Tae-Yoon, Lee (Yonsei Univ.)

Time	Presentation Title	Presenter	Time
13:40~14:00	The registration for the forum		20min.
14:00~14:05	Opening Ceremony (Korean Agency for Technology & Standards)		5min.
14:05~14:45	Touch Market Analysis for Mobile Computing	Display Search Mr. Calvin Hsieh	40min.
14:45~15:25	The current technological trend in development of materials for TSP	Maxfilm Co., Ltd. Dr. Joong-Bae, Kim	40min.
15:25~16:05	Nanowires for touch screen applications	Washington Univ. in St. Louis Prof. Younan Xia	40min.
16:05~16:20	Coffee Break		15min.
16:20~17:00	How to “TOUCH” people	LG Electronics Dr. Benjamin, Lee	40min.
17:00~17:40	Synthesis and Applications of Graphene for Flexible Electronics	Seoul Nat'l Univ. Prof. Byung-Hee, Hong	40min.

※ Every presentation is provided with English-Korean simultaneous interpretation.

4. Host Institution

- Sponsor : Korean Agency for Technology and Standards
- Organizer : Korea Display Industry Association

Eminent leaders from industries, schools and institutes will give presentations



[Name] : Mr. Calvin Hsieh
[Academic background] : M.D. Nat'l Chiao-Tung Univ. (Taiwan)
[Company] : Display Search Taiwan
[Presentation title] : Touch Market Analysis for Mobile Computing

[Presentation Summary]

Hsieh will give a whole picture on touch industry, applications and market status as well as the future trends and critical happening issues with 4 sections.



[Name] : Dr. Joong-Bae, Kim
[Academic background] : Ph.D. Bielefeld Univ. (Germany)
[Company] : Maxfilm Corporation
[Presentation title] : The current technological trend in development of materials for TSP

[Presentation Summary]

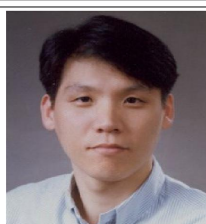
The characteristics and technological trends of ITO films and base films, which are widely used as TCOs, will be presented as well as the problems in realization of Narrow Bezel-based technologies.



[Name] : Prof. Younan Xia
[Academic background] : Ph.D. Harvard Univ. (US)
[Company] : Washington University in St. Louis
[Presentation title] : Nanowires for touch screen applications

[Presentation Summary]

The presentation will be focused on the experimental issues related to the chemical synthesis of metallic nanowires *via* solution-phase methods as well as evaluating the potential of current methods and examining the feasibility of new methods.



[Name] : Dr. Benjamin Lee
[Academic background] : Ph.D. Seoul Nat'l Univ. (Korea)
[Company] : LG Electronics
[Presentation title] : How to "Touch" people

[Presentation Summary]

Although "Touch" is one of the main features for mobile electronic devices such as smartphones and tablets, it is not a simple story to make touch-enabled devices users satisfied. The presentation will be focused on how to make the users satisfied.



[Name] : Prof. Byung-Hee, Hong
[Academic background] : Ph.D. POSTECH (Korea)
[Company] : Seoul National University
[Presentation title] : Synthesis & applications of Graphene for Flexible Electronics

[Presentation Summary]

The recent advances in graphene synthesis and applications will be presented together with the future directions of graphene research and development.