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INTERACTIVE DISPLAYS

Assessing advances and challenges with touch screens, haptic feedback, holograms, projections and other technologies

Three day event featuring pre-conference seminar and two days of plenary sessions

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early bird registration offer

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Plus!

Don't miss the pre-conference seminar on Tuesday, April 21, 2009:

Gesture Navigation in the World of Digital Contents, Enabled by A Single-Chip 3D Image Sensor

Interactive Displays

reasons to attend

- Get updated on the future of surface computing from **Microsoft**

- Check out the latest applications for interactive displays from **uWink**, **Ecast**, **BMW** and **Flextronics**

- Discover the trends in interactive gaming technologies from **3M Touch Systems**

- Hear directly from **Wacom Technology** about multi-touch and the design of user experiences

- Find out about emerging holographic interaction technologies from **EON Reality**

- Discuss design and affordability of touch screens and interactivity with **Pixel Qi's** Mary Lou Jepsen, the founding Chief Technology Officer of One Laptop per Child

- Receive strategic analysis of the rapidly emerging interactivity industry from **iSuppli**

conference co-chairs

Steven Bathiche
Director of Research, Applied Sciences Group, Entertainment and Devices Division
MICROSOFT

Steven Bathiche has been doing applied research at Microsoft since 1999. He established the Applied Sciences Group, a 12 person cross-group research team focused on innovations for Microsoft Hardware, Surface, and Xbox, and is the inventor of a number of shipping Microsoft features and products including the Microsoft Freestyle Pro game pad, a gaming device that employs inertial sensors to deliver 4-degrees of freedom in control; a complete redesign of the pointer ballistics algorithm in Windows XP and Vista; and, the new laser tracking technology in Microsoft pointing devices to name a few. He also is the cofounder and inventor of Microsoft Surface. He holds 32 patents. Steven obtained his B.S. in electrical engineering from Virginia Tech and an MS in Bioengineering from the University of Washington.
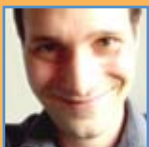
Guillaume Largillier
Chief Strategy Officer and Co-Founder
STANTUM

Guillaume Largillier is the co-founder and CEO of Stantum, formerly known as JazzMutant. Headquartered in Bordeaux, France, JazzMutant has been the pioneering company in the field of multi-touch technologies since 2002. JazzMutant is the developer and manufacturer of the Lemur© and Dexter©, the award winning multi-touch music and media controllers.

The JazzMutant brand is used for all its music and media products. In addition, the company is now extending its activity with the development of OEM partnerships to embed its multi-touch technology in numerous electronic devices.

about the conference

Think about touch screens. A few years ago multi-touch interactive displays were just flashy special effects in films and works of science fiction. Since then the technology has become real, commercial, and in-demand by consumers.

You see touch screens everywhere and utilize them daily. Whether you are watching the news on CNN, taking cash from an ATM, looking up a contact on your PDA or mobile phone, casting your vote at the polling stations on Election Day, listening to music, paying your bill at a restaurant or grocery store, or finding your way with the latest GPS system, *it is clear interactive displays are rapidly becoming the user interface of choice for display and technology developers.*

Analysts expect global shipments of touch screen display modules to grow from $3.4 billion and 341 million units this year to $6.4 billion and 833 million units by 2013*. Touch is only one form of interactivity. Consider the future–holographic interactivity, haptic technology, 3D visualization, gesture interfaces, and you will quickly understand the exciting future in store.

Interactive Displays 2009 will bring together the interactivity community to discover advances in technologies from multi-touch to holography, and haptics to gestures, offering a collaborative environment in which to tackle the challenges and hurdles of development and integration.

This conference will give you the opportunity to hear from **BMW** about their latest iDrive interface system, or from **Immersion Corporation** about the future of haptics in interactivity. **EON Reality** will share details about holographic interaction, while **Synaptics** gives you the latest insight into various interface technologies and their culmination into a multi-modal powerhouse of interactivity.

Register now and you'll have access to other global industry leaders, building new connections through evening cocktail receptions and countless other networking opportunities. Also see over 20 presentations including technology updates and outlooks, technical discussions, market and industry forecasts, and extensive application talks from innovators like **3M Touch Systems**, **Microsoft**, **Synaptics**, **GestureTek**, **MultiTouch Oy** and others! This technology is rapidly evolving... *be at Interactive Displays 2009, and be at the forefront.*

* iSuppli Corporation Forecast (www.isuppli.com)

Who should attend?

The conference is designed for key players and decision makers who have a stake in the development, supply, and integration of interactive displays in consumer, professional, signage and mobile applications.

Among those expected to attend are:
- R&D Specialists
- Display Scientists
- Design & Application Engineers
- Display Manufacturers
- Technical Directors
- Product Developers
- Digital Signage Executives
- Business Development Directors
- Sales & Marketing Executives

pre-conference seminar

Gesture Navigation in the World of Digital Contents, Enabled by A Single-Chip 3D Image Sensor

Tuesday, April 21, 1:00pm – 4:00pm (separate fee required)

In the intense battle around the convergence of broadcasting and internet, aggressive players are competing to be the preferred portal into the digital living room. As demonstrated by Nintendo's Wii and Apple's hit iPhone, a great user experience is becoming an increasingly critical element needed to win the consumer's sympathy, and gesture control has become an indispensable factor because of its fun, easy, and convenient interface.

Canesta, leveraging our cutting-edge single-chip, real-time 3D sensor chip technology, developed a demo solution of Gesture Navigation System, which allows users to control TV or PC with a set of simple free-hand gestures from the sofa in their living room. Find out more about their solution, as well as the potential of Gesture Interface in a new paradigm of Digital Living Room, directly from the experts at Canesta.

Your seminar leader
Sakuya Morimoto, Senior Director,
Business Development in Asia
CANESTA

Mr. Morimoto is a Senior Director of Business Development in Asia, at Censta Inc, Sunnyvale, California

He joined Canesta from McKinsey & Company where he served as a management consultant for high-tech clients, including mobile communication, telecommunication, and semi conductor companies, based in Tokyo Japan, and Helsinki, Finland.

Since Mr. Morimoto joined Canesta in 2002, he established Canesta Asia inc, Canesta's Asian market center located in Tokyo, and developed clientele in automotive, industrial, and consumer markets primarily in Asia. He is currently leading Canesta's development initiative of Gesture Interface product and business in the consumer electronics market.

Prior to McKinsey, Mr. Morimoto worked for Sony in Dubai, where he established the Middle Eastern Headquarters for Professional Audio and Video Equipment.

Mr. Morimoto holds an MBA from Stanford University Graduate School of Business and a B.A. of Economics from Kobe University.

Conference agenda

Tuesday, April 21, 2009

12:00 Registration

PRE-CONFERENCE SEMINAR (SEPARATE FEE REQUIRED)

1:00 **Gesture Navigation in the World of Digital Contents, Enabled by Single-Chip 3D Image Sensor**
Sakuya Morimoto, Senior Director, Business Development in Asia
CANESTA, US

Wednesday, April 22, 2009

7:00 Registration and continental breakfast

8:00 Welcome and opening remarks
Derek Mitchell, Conference Producer
INTERTECHPIRA, US

8:05 Welcome and opening remarks from Conference Chairs
Steven Bathiche, Director of Research, Applied Sciences Group, Entertainment and Devices Division
MICROSOFT, US

Guillaume Largillier, Chief Strategy Officer and Co-Founder
STANTUM, France

Market and Industry Overview

8:15 **Touch in a Touchless World**
• Market-place excitement about touch technologies
• Market-place excitement about 3D technologies
• Can all this excitement be combined?
Mark Fihn, Publisher
VERITAS ET VISUS, US

8:40 **The Impact of Wireless Social Networking on the Evolution of the Display Industry**
• An overview of wireless social networking
• The four levels of intimacy
• From handsets to mobile internet devices
• A new breed of human – machine interfaces
• Scenarios for the display industry
Vinita Jakhanwal, Principal Analyst, Small/Medium Displays
ISUPPLI CORPORATION, US

Advances in Touch Technology

9:05 **The Advantages of Force-Based Touch Technology**
• Weaknesses of existing technology
• Advantages of zTouch technology
• Potential applications
• Where will the technology go next?
Joseph Carsanaro, President and CEO
F-ORIGIN, US

9:35 **MultiTouch LCD Cell – Tough and Modular**
• Reliability and robustness through LCD-based technology
• Modular hardware – increased design space
• Modular software – wider application areas
Tommi Ilmonen, CEO
MULTITOUCH OY, Finland

10:05 **Multitouch and Some Food for Thought: Designing the best user experience**
• Optical performance for touch screens
• Form factor and size trends for optimum usage
• The importance of pressure sensitivity
• Scan rates for 10 fingers or more
• Combining the pen with touch
Stephen Sedaker, Director of Component Sales
WACOM TECHNOLOGY CORPORATION, US

10:35 Morning refreshments and networking break

Designing Experiences

11:05 — **Measuring the Effectiveness of Digital Signage Using "Gaze-Tracking," SMS and Other Interactive Technologies**
- Digital signage is a rapidly expanding application for digital displays
- Out-of-home advertising revenue is dependent on effective measurement
- Active and passive interactive technologies are being used today including gaze-tracking, facial recognition, Bluetooth and SMS proximity marketing and POS analytics
- Through the integration of interactive technologies, digital signage users can both measure and optimize the effectiveness, ROI and CPM of the network and investment

Brad Gleeson, Managing Director
Business Development
TARGETPATH GLOBAL LLC., US

11:35 — **Tactable: Designing multi-touch experiences**
- It's not just about touch – designing holistic experiences
- Some design guidelines
- Thinking about the user
- Keeping it fun with visual feedback and surprise

Henry Kaufman, President and Founder
TACTABLE, US

TECHNOLOGY SPOTLIGHT: HAPTICS

12:05 — **Haptics for Interactive Displays**
- Haptics today – technology and market acceptance
- Value of haptics
- Cost of haptics
- Future of haptics and multimodal interaction

Christophe Ramstein,
Chief Technology Officer
IMMERSION CORPORATION, US

12:35 — Roundtable luncheon

1:45 — **The Future of Portables is All About the Screen**
- Cloud computing
- Screen performance
- High-efficiency screen architecture

Mary Lou Jepsen, CEO
PIXEL QI, US

GESTURE BASED INTERACTION

2:15 — **Man Machine Interaction by Way of Touch Gestures**
- An introduction to gestures
- The manipulation of the desktop, forms and objects
- Technology limitations
- An actual implementation
- What's next?

John Newton, Chief Technology Officer
NEXTWINDOW, New Zealand

Applications and Case Studies

2:45 — **Sensitive Object Acoustic Technology: The next revolution of touch**
- Reversys acoustic technology using wave propagation
- Markets for Reversys technology
- Reversys versus competitive technologies
- Application examples

Herve Martin, CEO
SENSITIVE OBJECT, France

3:15 — **Trends in Interactive Gaming**
- Casino trends
- Amusement trends
- Multi-player trends
- Gaming device paradigm shift

Scott Hagermoser,
Gaming Business Unit Manager
3M TOUCH SYSTEMS, US

3:45 — **Do You Want to Touch Me?**
- Critical role of industrial design in the effectiveness of interactive displays
- Impact on consumer engagement levels

Bob Cooney, Vice President, Business Development
ECAST, US

4:15 — **Facilitating Human Interaction with Interactive Devices**
- How interactive displays can bring people together
- The market for social
- Lessons learned from uWink

Brent Bushnell, Chief Technology Officer
UWINK, US

4:45 — Afternoon refreshments and networking break

5:15 — **The Evolution of a Revolution – The Next Generation iDrive**
- Challenges of developing an HMI in the automotive environment
- Use of different technologies in the car environment (displays, head-up display, and black panel technology)
- Integrating the customer in the development process

Stephan Durach, Head, Technology Office
BMW GROUP, US

5:45 — **Interactivity in Self-Service Applications**
- Requirements of self service applications
- Real world challenges of integrating touch and displays
- Best practices

Jeff Doerr, Senior Manager, Business Development
Self Service Solutions Group
FLEXTRONICS, US

6:15 — **Networking Reception**
All speakers and delegates are invited to this relaxed and informal reception to network and discuss the day's proceedings

Thursday, April 23, 2009

8:00 — Continental breakfast

9:00 — Mid-conference remarks from the Conference Chairs
Guillaume Largillier, Chief Strategy Officer and Co-Founder
STANTUM, France

Steven Bathiche, Director of Research, Applied Sciences Group, Entertainment and Devices Division
MICROSOFT, US

KEYNOTE ADDRESS

9:15 — **Advances in Surface Computers**
Steven Bathiche, Director of Research, Applied Sciences Group, Entertainment and Devices Division
MICROSOFT, US
Andy Wilson, Senior Researcher, Adaptive Systems and Interaction Group
MICROSOFT, US

TECHNOLOGY SPOTLIGHT: HOLOGRAPHIC INTERACTION

9:45 — **Trends in Immersive and Holographic Interactive Displays**
- Current situation
- Market demands
- Content integration and software
- Future trends

Mats W. Johansson, Chief Executive Officer
EON REALITY, US

Advances in Touch Technology

10:15 — **Capacitive vs. Resistive Multi-Touch: A user-centric comparison**
- Touch technology suitability
- Side by side comparison
- Technical challenges and trends, including usability concerns
- Compliance of technology with Microsoft Windows 7 specifications

Guillaume Largillier, Chief Strategy Officer and Co-Founder
STANTUM, France

10:45 — Morning refreshments and networking break

11:15 — **DuoSenseTM: The Hands-on Computing Revolution**
- The pen, touch and multi-touch marketplace today
- Multi-touch, creating new market opportunities
- Case studies

Lenny Engelhardt, Vice President for Business Development
N-TRIG, Israel

11:45 — **Multi-Discipline Multi-Touch Development at Drexel University**
- Multitouch in game development
- Repurposing the game platform for education
- Creating extensible gesture recognition

Dr Paul Diefenbach, Director, RePlay Lab
DREXEL UNIVERSITY, US

12:15 — Roundtable luncheon

1:30 — **Moving from Mechanical Buttons to Capacitive UIs: A solid-state world of possibilities**
- Displays are capturing real estate on mobile devices (mobile phones, personal media, mobile internet devices and universal home controls) as mechanical buttons become irrelevant
- Access more (mobility), see more (size), do more (interface)
- The display is the interface. Users simply touch the contextual controls
- In the future, users may not even need to touch the interface by using technology, such as sensing
- With multi-modal input, more information into devices will enable better user experiences

Andrew Hsu, Technical Marketing and Strategic Partnerships Manager
SYNAPTICS, US

2:00 — **How Multi-Touch, Immersion and 3D Tracking Technologies are Revolutionizing Interactive Displays**
- Tracking the development of public acceptance of advanced interactive displays
- Projecting future trends in digital signage

Dean LaCoe, Business Development Manager
GESTURETEK, Canada

2:30 — **Getting to the Heart of Touch**
- Contextual importance
- Deciphering technology strengths and weaknesses
- Ferreting out hype and omissions
- Making tough touch decisions today
- Migrating to the future

Keith Pradhan, Global Director of Product Management
TYCO ELECTRONICS, ELO TOUCHSYSTEMS, US

3:00 — Afternoon refreshments and networking break

Emerging Technologies

3:15 — **Making Scents**
- What are the chemical senses (hint: smell and taste)
- Why are they important to you and me
- Why should they be a part of this conference
- How can they be added to interactive experiences
- How many different ways can they be used

Jerry Bertrand, Managing Member/Acting CEO
MICROSCENT, LLC, US

3:45 — **Robotic Interactive Displays for Music Entertainment**
- Why robots don't have to look like robots
- Why our interfaces to music have to change
- How interactivity can come to you wherever you are in a room
- Why robotic interactive displays are likely to be the next generation of computer interfaces

Frederic Kaplan, CEO and Co-Founder
OZWE, Switzerland

4:15 — Conference adjourns

The venue

The **Hilton San Jose** hotel is located in the heart of Silicon Valley, connected to the San Jose McEnery Convention Center and only three miles from the Mineta San Jose International Airport. The Hilton San Jose is in the heart of a bustling city flourishing with industry, culture, and beauty, rich with history and a vibrant night life. The hotel is also within easy walking distance of the San Jose Museum of Art, the HP Pavilion - home of the San Jose Sharks, and myriad restaurants, theatres, and shops.

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Reservations +1 408 287 2100
or www.sanjose.hilton.com
(For reservations online, use Group Code: IPI)
Preferential $159 room rate available through March 30, 2009

Accommodation

Speakers and delegates are responsible for booking their own travel and accommodation. A limited number of rooms have been reserved for speakers and delegates wishing to stay at the **Hilton San Jose** at a special rate of **$159** plus taxes. Rooms must be reserved no later then **March 30, 2009** to take advantage of this special rate. Whenever possible, accommodations should be reserved early as rooms cannot be guaranteed and rates are subject to change after this date. To book your accommodations, please contact the hotel directly at **+1 408 287 2100**. (Please state you're attending the IntertechPira **Interactive Displays** conference to get the preferential rate).

Conference fees

The conference fee includes entry to the conference sessions and the exhibition, full proceedings, lunch and refreshments. However, fees do not include delegate travel and accommodation. All credit card orders are processed at that day's £/€/$ exchange rate at the time the transaction goes through. Payment is required before the start of the conference. Please see note in step 3 for further details. **PLEASE NOTE**: Credit card details will be necessary if your booking is made less than 10 days prior to the start of the conference, or if your invoice remains unpaid at the start of the event. Where funds have not been received in advance, delegates will be required to supply credit card details at registration in order to gain entry to the conference. This credit card will be charged on-site and current exchange rates and bank charges will apply.

Cancellations

Cancellations will be accepted and fees will be refunded (less 20% handling charge) only if made in writing and received 10 working days before the event. Bookings cannot be cancelled or fees refunded thereafter. Substitutions may be made at any time; if necessary, notify Mike Robert at michael.robert@pira-international.com or +1 207 781 9631.

Note

IntertechPira does not accept liability for any loss of or damage to the personal effects of delegates attending the conference. IntertechPira reserves the right to cancel, defer or modify the event proceedings without prior notice. If you have sent a booking to us but have not received confirmation at least one week prior to the event, please contact Khaney Muyderman at khaney.muyderman@pira-international.com or +1 207 781 9614.

Visas

Delegates requiring visas should request a visa invitation letter from IntertechPira at the time of registering for the event, ensuring sufficient time for applications to be completed. Delegates are then responsible for contacting the relevant embassy themselves. IntertechPira can do nothing further to assist in this process.

Your conference organizer

IntertechPira provides events, training, online information and publications across a wide range of niche commodities and disruptive technologies affecting industry. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in Portland, Maine, US and London, UK through 20 specialized industrial platforms. Our core competencies are information on: research and product development; globalization and new markets; production methods; regulatory and compliance.

IntertechPira spotlight

New! IntertechPira Webinars

IntertechPira now offers online webinars on a variety of conference topics. Receive valuable information from the event provider you trust from the comfort of your desk. Webinars will be available live, and by demand on our website www.intertechpira.com. To receive information on webinars, request a topic, or find out how you can be involved, contact Chandra Leister at chandra.leister@pira-international.com or +1 207 781 9602.

conference proceedings

If you can't make it to La Jolla, you can still receive the latest on advanced capacitors equipment, technology and applications by purchasing complete conference proceedings. Available on CD and in pdf format, conference proceedings include full presentations and conference materials that will keep you up-to-date on the latest industry developments. For additional details, contact Mike Robert today at +1 207 781 9631 or michael.robert@pira-international.com.

Interactive Displays

Attendees will receive strategic insights from:

- 3M Touch Systems
- Canesta
- Drexel University's RePlay Lab
- Ecast
- ELO TouchSystems
- EON Reality
- Flextronics
- F-Origin
- GestureTek
- Immersion Corporation
- iSuppli
- MicroScent, LLC.
- Microsoft Hardware
- MultiTouch Oy
- NextWindow
- N-Trig
- OZWE
- Pixel Qi
- Sensitive Object
- Stantum
- Synaptics, Inc.
- Tactable
- uWink
- Wacom Technology Corp.

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Plus!

Don't miss the pre-conference seminar on Tuesday, April 21, 2009:

Gesture Navigation in the World of Digital Contents

INTERTECH pira

IntertechPira
19 Northbrook Drive
Portland, ME 04105, US

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Interactive Displays 2009 Conference Registration

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2 Event options and fees

Don't miss the early bird offer – book through March 6, 2009 and save 10%

Choose your payment package:

Conference fee (through March 6th)	$1259 ☐
Conference fee (after march 6th)	$1399 ☐
Team discount[1]	contact us
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Conference proceedings (For those who cannot attend)	$999 ☐

Exhibition packages:

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Tier 2 package Exhibit table only[3]	$1500 ☐

1. Sign up 3 or more colleagues and SAVE $200 on each registration. Contact Michael Robert at +1 207 781 9631 or michael.robert@pira-international.com
2. Academic rate for full-time students and teaching staff at universities only. Early bird offer does not apply. Government officials please provide ID.
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For further information on the conference please contact:

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