

For Immediate Release

Radiant Presents Solutions for Measuring Next-Generation Head-Up Displays at the SID/DSCC Automotive Display Market Focus Conference

REDMOND, Wash. – May 13, 2019 — Radiant Vision Systems, a leading provider of test and measurement solutions for lighting and displays, announces that it will present at the [SID/DSCC Automotive Display Market Focus Conference](#) Wednesday, May 15, 2019, during the Display Week 2019 symposium and exhibition. Matt Scholz, Automotive Business Leader at Radiant, will present “*Head-Up Display Trends and Measurement Advantages for 2D and AR Systems.*” This discussion is held as part of *Session 2: Managing Display Quality* at the conference, taking place from 11:15 A.M. to 12:30 P.M. in Room #230A at the San Jose McEnery Convention Center in San Jose, California, U.S.A.



With the advent of new head-up display systems, test equipment used to ensure [automotive display quality](#) is likewise facing new demands. The process of HUD measurement must change with the incorporation of new AR-HUD systems, which project new types of virtual images, across larger fields of view, and at a range of depths. During his presentation, Scholz will present the leading trends in the evolution of automotive HUD technology, including an overview of HUD virtual image types (2D and AR HUD), measurement challenges for ensuring image quality in each system, and features of photometric measurement systems that allow manufacturers to efficiently address these demands. Topics of his presentation will include:

- Trends in 2D and augmented reality (AR) HUD systems
- Measurement challenges posed by next-generation HUD technology
- Test system specifications that simplify optical metrology for all HUD image types
- Examples of image quality tests from Radiant head-up display test software

Presenter Matt Scholz brings a decade of experience in automotive display metrology to the discussion of HUD testing. Scholz leads global automotive strategy and projects at Radiant Vision Systems, and has a strong fundamental understanding of the growing challenges in this industry, which demands increased control in lighting and illuminated components, cross-component harmonization, display quality, and manufacturing integrity. Matt has worked across all levels of the automotive supply chain, from Tier 1, 2, and 3 vendors to major brands and OEMs worldwide. As Radiant’s dedicated liaison for the industry, Matt strives to build on the company’s success by sharing his expertise on measurement equipment and providing a consultative approach to system integration for varying automotive applications.

For information or to register for the SID/DSCC Automotive Display Market Focus Conference, visit www.displaysupplychain.com/siddsc-automotive-conference-2019.html. Learn more about Radiant Vision Systems at www.RadiantVisionSystems.com.

About Radiant Vision Systems

Radiant Vision Systems works with world-class brands and manufacturers to deliver creative visual inspection solutions that improve quality, reduce costs, and increase customer satisfaction. Radiant’s legacy of technology innovation in photometric imaging and worldwide install base date back more than 25 years and address applications from consumer electronics to automotive manufacturing. Radiant Vision Systems product lines include TrueTest™ automated visual inspection software for quality control, and ProMetric® imaging colorimeters, photometers, and light source measurement systems. Radiant is headquartered in Redmond, Washington, USA, with strategic offices in California, Michigan, China, and South Korea. Radiant has been a part of Konica Minolta’s Sensing Business Unit since August 2015. For more information, visit www.RadiantVisionSystems.com.

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