

iMiD 2024

The 24th International Meeting on Information Display
August 20-23, 2024 / ICC Jeju, Jeju, Korea

Session Title:	35. Merck Science Connect_“Shaping the Future of Automotive Display”
Session Date:	August 22 (Thu.), 2024
Session Time:	16:00-17:30
Session Room:	Room C (Samda)
Chair(s):	Prof. Seungjun Chung (School of Electrical Engineering, Korea Univ.) Hye-Jung Im (Head of Global Marketing Communication, Display Solutions, Merck)

[C35-1] 16:00-16:20

Automotive Display Market Outlook

Brian Huh (Principal Analyst, Omdia)

[C35-2] 16:20-16:40

Merck’s Solution for Automotive Display

Jun-Ho Kim (Head of OLED R&D, Korea, Merck)

[C35-3] [Merck Award] 16:40-17:05

Introduction to Atomic Layer Deposition for Emerging Display Application

Prof. Jin-Seong Park (Div. of Materials Science and Engineering, Hanyang Univ.)

Break Time 17:05-17:10

[C35-4] 17:10-17:30

Automotive Head-Up Display Technology Trend

Chan-Young Yoon (Team Leader & Principal Research Engineer, HUD Optics Team, Hyundai Mobis)