

What is *Driving* Automotive Displays?

Elvir Hasedžić, Jaguar Land Rover Limited

Abstract

The automotive industry is rapidly evolving. The ever increasing number of features and functions expected in the vehicle is driving demand for more and more displays in car and the increasing expectation the consumer market is driving in terms of display quality is hard keep pace with for Automotive OEM's. Why is this the case and what are the key challenges facing OEM's as we move forward? This talk will summarise these challenges along with the key operating parameters and future outlook for automotive display systems.

ultraprecision.org