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Calling All Cutting-Edge Display Technologies 2nd Annual I-Zone

SID's Innovation Zone Committee is now accepting proposals for the 2nd Annual I-Zone taking place at Display Week 2013 in Vancouver, Canada

May 21-22, 2013 • Vancouver Convention Centre

At Display Week 2013, the Society for Information Display will provide a forum for live demonstrations of emerging information display technologies and related areas in an exhibit called the "Innovation Zone" (I-Zone) in the main Exhibit Hall. The I-Zone will showcase the cutting-edge demos and prototypes that will lead to the products of tomorrow.

The I-Zone offers researchers space to demonstrate their prototypes or other hardware demo units for two days **free of charge** at the premier display exhibition in North America, and gives attendees a chance to view best-in-class emerging information display technologies in a dedicated area on the show floor. The committee is actively encouraging participation by small companies, startups, universities, government labs, and independent research labs.

Last year's inaugural I-Zone was a tremendous success, with 23 exhibitors, thousands of visitors, and numerous mentions from the press.

Proposals to demonstrate new displays, input technologies, and innovations in related fields such as lighting and organic electronics are now being solicited. Technologies should be in the pre-product stage, and demos that will be shown for the first time in a public forum at I-Zone are especially encouraged.

The I-Zone Selection Committee will evaluate submissions and select the strongest proposals to receive free space within the I-Zone. If their proposal is accepted, applicants must cover their own expenses, including travel, lodging, and the creation of a table-top exhibit demonstrating their prototypes. In addition, a knowledgeable person must be on hand on Tuesday and Wednesday, May 21 and 22, while the I-Zone is open to all attendees, to run the demonstration and answer questions.

Submissions are due by **Monday, March 15, 2013**, and should include a 100-word abstract; a two-page summary describing the novelty and potential application; any relevant photographs, videos (no longer than 3 minutes), or diagrams; and a brief logistics plan for the intended demo. A selection committee representing the geographical and technological diversity of SID will select the organizations to participate in the I-Zone. Selections will be based on the novelty, interest, and quality of the prototype to be exhibited as described in the proposal.



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At Display Week 2013, the I-Zone Committee will select a winner of the "**Best Prototype at Display Week**" award, to be announced on the show floor during Display Week and in the post Display Week issue of *Information Display* magazine.

Selected Innovation Zone participants will be notified by April 8, 2013. At that time they will be sent the I-Zone Rules for Participation and they will have until Friday, April 12th to confirm their participation.

To submit your proposal please visit <http://www.sid.org/About/Awards/IZone.aspx>

For any questions related to 2013 I-Zone, please contact Professor Jerzy Kanicki at kanicki@eecs.umich.edu.

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