

# Information DISPLAY



## 2010 Editorial Calendar

Issue	Issue Theme	Special Features	Special Advertising Sections
<b>January</b> Ad Closing: 12/14/09 Materials Due: 12/21/09 Editorial Content Proposals: 10/15/09	<b>Solid-State Lighting</b> Recent advances in backlighting technology are benefiting the lighting industry as well as the display industry. Both OLEDs and LEDs are being used in new ways for a wide variety of industrial and residential lighting applications, and the resulting synergies have implications for anyone involved with displays.	<ul style="list-style-type: none"> <li>Guest editorial from Kodak</li> </ul>	<ul style="list-style-type: none"> <li>Check with your sales representative</li> </ul>
<b>February</b> Ad Closing: 01/15/10 Materials Due: 01/22/10 Editorial Content Proposals: 11/15/09	<b>Flexible and Ultra-Low-Power Displays</b> Electrophoretic technology offers excellent readability and draws very little power; the challenges lie in its ability to display full color and rapid motion video. While electrophoretic is currently the technology of choice for e-readers, can its benefits be applied to mobile devices and other platforms that require both video and color imagery or are there other, better technology solutions ready to capture this rapidly growing market space?	<ul style="list-style-type: none"> <li>Guest editorial from E Ink</li> <li>Intellectual property focus</li> </ul>	<ul style="list-style-type: none"> <li>Product Showcase</li> </ul>
<b>March</b> Ad Closing: 02/15/10 Materials Due: 02/21/10 Editorial Content Proposals: 12/15/09	<b>Touch Technology</b> Since bursting on the scene with the iPhone a few years ago, touch has become an increasingly crucial component for displays in numerous consumer products. Which touch technologies have longevity and what is the next innovation on the horizon? How can designers effectively incorporate touch while also keeping down costs and differentiating their products with new features at the same time?	<ul style="list-style-type: none"> <li>Display Week 2010 First Looks</li> <li>Guest editorial from NextWindow</li> </ul>	<ul style="list-style-type: none"> <li>Check with your sales representative</li> </ul>
<b>April</b> Ad Closing: 03/15/10 Materials Due: 03/22/10 Editorial Content Proposals: 1/15/10	<b>Electronic Signage/Display Week Preview</b> Electronic signage is prevalent the world over; from tiny store labels to giant billboards. Special considerations for these displays include power management and tolerance for extreme environmental conditions; we examine how designers are meeting these challenges. In this issue, we also offer a sneak peak at highlights from the upcoming Display Week 2010 symposia, as well as articles on the display industry luminaries who will be receiving this year's honors and awards from the Society for Information Display.	<ul style="list-style-type: none"> <li>2010 Symposium Previews</li> <li>2010 Honors and Awards</li> <li>Guest editorial from Christie Digital Systems</li> </ul>	<ul style="list-style-type: none"> <li>Company Profiles</li> </ul>
<b>May/June 2010 Display Week Show Issue</b> Ad Closing: 04/19/10 Materials Due: 04/26/10 Editorial Content Proposals: 2/15/10 Bonus Distribution: Display Week 2010	<b>Display Week 2010 Show Issue</b> The Show Issue of <i>Information Display</i> is the biggest and best of the year – packed full of articles on the latest and greatest in display technology. The May/June issue also reveals the winners of the Display of the Year awards, the most prestigious accolades that the display industry can bestow. And of course, we include a full list of all the products that will be on hand at the Display Week exhibition in Seattle.	<ul style="list-style-type: none"> <li>DYA Awards</li> <li>Products on Display</li> </ul>	<ul style="list-style-type: none"> <li>Company Profiles</li> </ul>
<b>July/August</b> Ad Closing: 07/16/10 Materials Due: 07/23/10 Editorial Content Proposals: 5/15/10	<b>Display Week 2010 Review</b> Each year, <i>Information Display</i> dispatches our team of experts to discover the latest display developments from the exhibition hall, the symposia, and the business conference. They come back with breaking news and informed commentary on specific areas of displays, such as LCDs, OLEDs, flexible displays, touchscreens, and more. This is the issue to read if you had to miss Display Week. And if you were there, you'll still learn much more from our expert coverage.	<ul style="list-style-type: none"> <li>Industry Directory</li> <li>Display Week 2010 technology wrap-ups</li> <li>Intellectual property focus</li> </ul>	<ul style="list-style-type: none"> <li>Product Showcase</li> </ul>
<b>September</b> Ad Closing: 08/13/10 Materials Due: 08/20/10 Editorial Content Proposals: 6/15/10	<b>LCDs</b> Even though LCDs are the dominant display technology across the industry, LCD makers are far from complacent. They face competitive pressure from each other, and also considerable business pressure to constantly reduce the cost of their products. Companies are also constantly looking for new ways to improve LCD response time, energy efficiency, and more. Find out what LCD technology is best for each platform – notebook, TV, mobile device, and others.	<ul style="list-style-type: none"> <li>Guest editorial from the College of Optics &amp; Photonics at the University of Central Florida</li> </ul>	<ul style="list-style-type: none"> <li>Check with your sales representative</li> </ul>
<b>October</b> Ad Closing: 09/16/10 Materials Due: 09/23/10 Editorial Content Proposals: 7/15/10 Bonus Distribution: SID Mobile Displays Conference	<b>OLEDs</b> Colorful, vibrant, organic LEDs have always held a great deal of promise, but where are the products? In fact OLEDs have now been making their way into the market in TVs from major manufacturers, as well as in a surprising new area – lighting. The long road to commercial success has had many bumps as well as a few successes so far. What does the future hold and when is the right time for you to look at OLED technology for your products?	<ul style="list-style-type: none"> <li>Guest editorial from Universal Display Corporation</li> <li>Intellectual property focus</li> </ul>	<ul style="list-style-type: none"> <li>Company Profiles</li> </ul>
<b>November</b> Ad Closing: 10/15/10 Materials Due: 10/22/10 Editorial Content Proposals: 8/15/10	<b>Green Manufacturing</b> New legislation, as well as public and corporate awareness of environmental issues, has put green manufacturing to the forefront of many companies' agendas this year. What are the must-dos and must-knows for display manufacturers when it comes to environmental trends and compliance?	<ul style="list-style-type: none"> <li>Guest editorial from NexTechFAS</li> </ul>	<ul style="list-style-type: none"> <li>Check with your sales representative</li> </ul>
<b>December</b> Ad Closing: 11/15/10 Materials Due: 11/22/10 Editorial Content Proposals: 9/15/10	<b>3-D</b> Last year, 3-D came on strong in movie theaters, with numerous titles and plenty of theatergoers willing to pay a little extra to see them with the extra dimension. Manufacturers have been working hard to maximize the potential of 3-D by bringing it into the home. Although there still isn't one technology of choice for creating satisfying 3-D imagery on the small screen, designers are getting closer. <i>Information Display</i> looks at the research and considers the results.	<ul style="list-style-type: none"> <li>Intellectual property focus</li> </ul>	<ul style="list-style-type: none"> <li>Product Showcase</li> </ul>

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