advanced displays research integration action

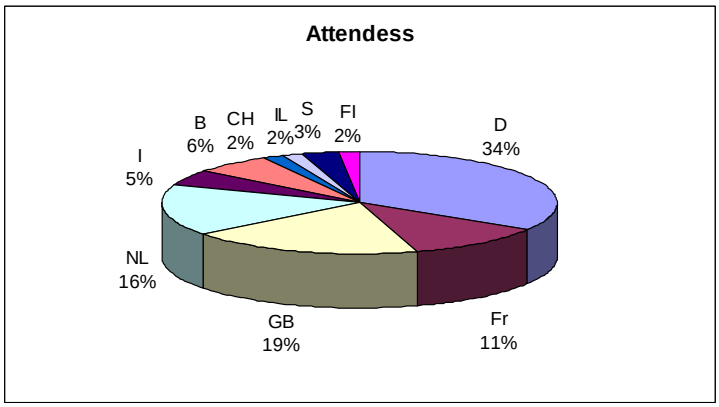
Welcome to the

1st Roadmapping Workshop Meeting

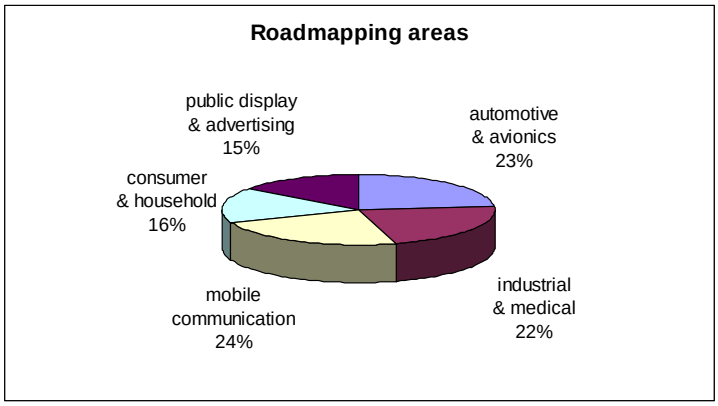
February 24, 2005 at the Passenger Terminal Amsterdam

advanced displays research integration action

Attendees



Roadmapping areas



Technology Roadmapping

Technology Roadmapping Method practised in adria is mainly based on:

- Sandia Labs Technology Roadmapping Process paper
- R. N. Kostoff, R. R. Schaller: “Science and Technology Roadmaps” IEEE Transactions on Engineering Management, Vol. 48, No. 2 (2001), pp. 132
- Gerrit Muller: "Roadmapping", 2003

These papers were sent out to all registered attendees

Technology Roadmapping

Technology roadmapping is

a needs-driven technology planning process to help identify, select, and develop technology alternatives to satisfy a set of product needs.

Technology roadmapping brings together teams of experts

to develop a framework for organizing and presenting the critical technology-planning information

to make the appropriate technology investment decisions and to leverage those investments.

Technology roadmapping is an iterative process.

Since needs and technologies are evolving, the roadmap needs to be periodically reviewed and updated.

Technology Roadmapping

Technology roadmapping is driven by needs, not by solutions.

Given a set of needs, the technology roadmapping process provides

■ a way to develop, organize, and present information about the **critical system requirements** and **performance targets** that must be satisfied within certain time frames,

■ it **identifies technologies that need to be developed** to meet those targets,

■ it provides the information needed to make trade-offs among different technology alternatives.

Technology Roadmapping

adria practices a **hybrid roadmapping approach** with

- 6 roadmapping workshops for the 5 display applications fields
  using the knowledge and expertise of the participants
  to **identify and specify the needs** and
  to **identify, select, and develop technology alternatives**
  to satisfy the needs.

- web-based roadmapping tool for
  management of documents (e. g. minutes of meetings),
  inclusion of knowledge and experience otherwise missed,
  assurance of continuity of roadmapping process.

Technology Roadmapping

Technology roadmapping for semiconductor and for display devices

Technology roadmapping for displays is more complex than roadmapping in the semiconductor area, where **feature size and lower cost** dominate the critical system requirements.

The performance requirements for displays largely depend on the application field (e.g. the needs for automotive displays are essentially different from those for TV-set displays).

➔ adrias roadmapping activities are split into 5 areas with comparable needs and performance requirements.

Technology Roadmapping

Organization of application-fields

- **chair** knows the needs and the technology
  to be elected by workgroup for the respective meeting
- **coach** roadmapping process expert
  e.g. Gracie, Bardsley, Eccleston, Cruickshank
- **secretary** responsible for sectional minutes one of the partners
- **experts** form the workgroup for the respective technology area
  according to appearance
- **method** interactive metaplan technique

Technology Roadmapping

TARGET of the

technology roadmapping workshop meeting

on February 24, 2005 in Amsterdam:

definition of needs and performance requirements

in all application-fields !

Thank you in advance for your assistance in that matter.

Web-based mapping tools

Call for WP1 model entries into the

Competence Mapping Module

Research Activity Mapping Module

!!! assistance needed from all members of the advisory board and all partners !!!

Technology Roadmapping

Track 1	Track 2	Track 3
1 automotive, avionics	**2 mobile communication**	
chair tbd	chair tbd	
coach Bardsley	coach Gracie	
secretary Becker	secretary Behringer	
experts	experts	

3 industrial, medical		**5 consumer, household**		**4 public display, advertising**	
chair	tbd	chair	tbd	chair	tbd
coach	Becker	coach	Bardsley	coach	Cruickshank
secretary	Gracie	secretary	Skarp	secretary	Doré
experts		experts		experts	