

VESA

Transition to DisplayPort and Embedded DisplayPort

Industry Panel Discussion

Craig Wiley, Sr. Director of Marketing of Parade Technologies, Inc.
VESA Board of Directors Vice Chair
VESA Task Group Chair; Marketing, Notebook and 3D Task Groups



Welcome

10:00-10:15 a.m. – Moderator’s Opening Remarks

10:15-10:45 a.m. – Panel Discussion

Panelists

David Cummings, AMD

Beyond Yang, AUO

Steven Chuang, CMI

Bruce Montag, Dell

Josh Newman, Intel

Shinji Matsushima, Lenovo

10:45-11:00 a.m. – Q&A

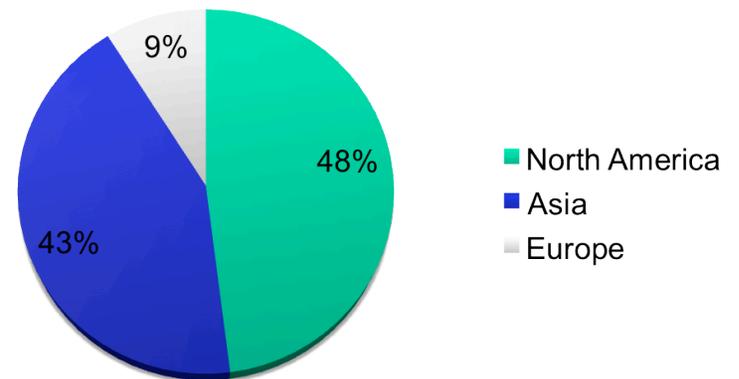
11:00 a.m.-12:00 p.m. – DisplayPort Demos Available



About VESA

- Global industry alliance with more than 150 member companies
- Membership responsible for more than:
 - 60 percent of worldwide desktop display unit shipments
 - 80 percent of worldwide large-area TFT-LCD unit volume
 - 90 percent of worldwide graphics chip unit volume
 - 60 percent of display controllers sold worldwide

Membership by Region



- Mission to develop, promote and support ecosystem of vendors and certified interoperable products for the electronics industry
- Facilitates DisplayPort standards development, publication and compliance testing, as well as promotion and marketing



Why DisplayPort as the New Display Interface?

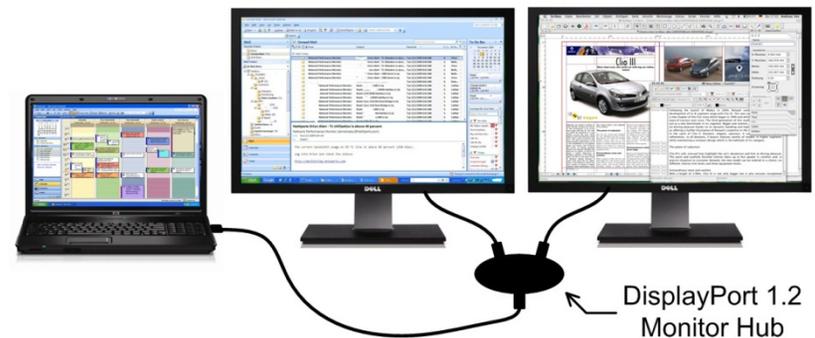
- Aging VGA and DVI standards limit display capability and performance
- DisplayPort:
 - Is designed for backward compatibility
 - Enhances system integration capability
 - Increases display configuration and performance options

Example Capability of DisplayPort:

- 1 monitor up to 4096x2304 resolution (4K x 2K @60Hz, 24 bit color)

Using Multistream Technology (MST):

- 2 monitors at 2560x1600 resolution (WQXGA @60Hz, 24 bit color)
- 4 monitors at 1920x1200 resolution (WUXGA or 1080p @60Hz, 24 bit color)



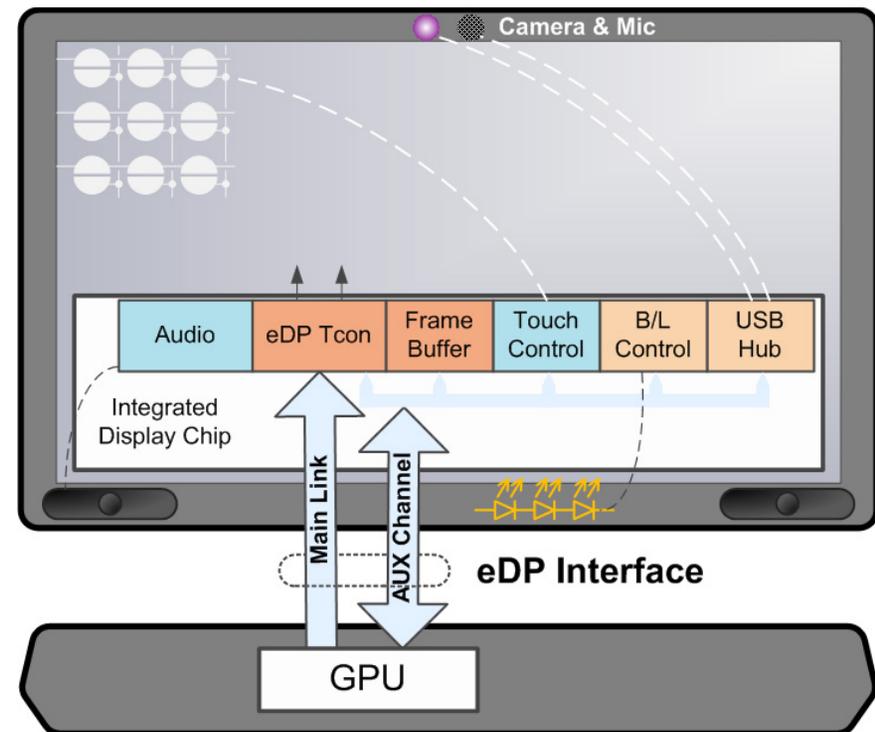


Embedded DisplayPort as the New Internal Display Interface

- Embedded DisplayPort (eDP) will replace the aging LVDS panel interface standard to increase performance, enhance integration, and reduce power

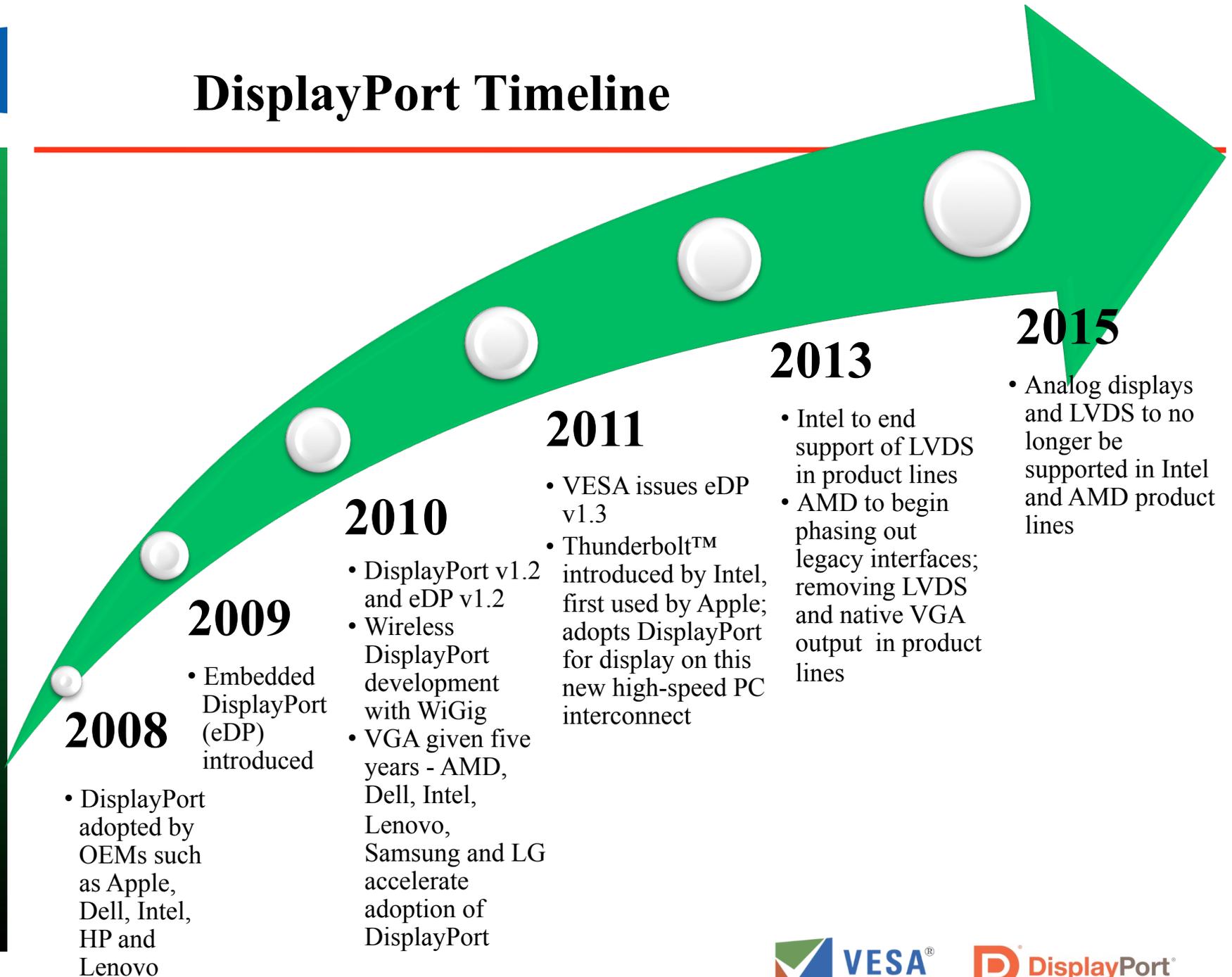
Example Capability of eDP:

- Up to 4096x2304 resolution (4K x 2K @60Hz, 24 bit color)
- Enhanced 3D performance; up to 2560x1600 resolution at 120Hz (WQXGA, 24 bit color)
- Can service many separate functions of highly integrated panel over one interface





DisplayPort Timeline

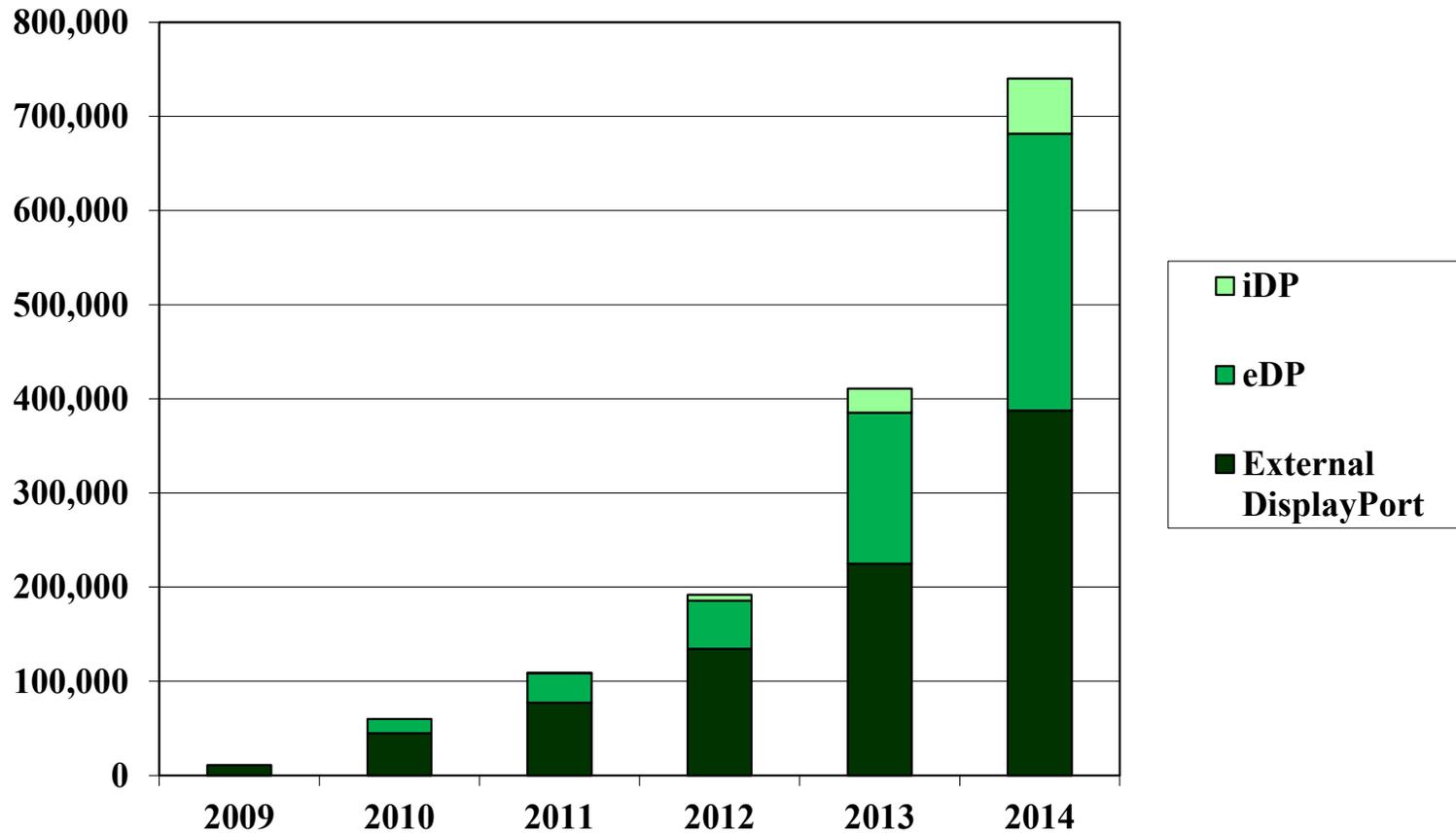




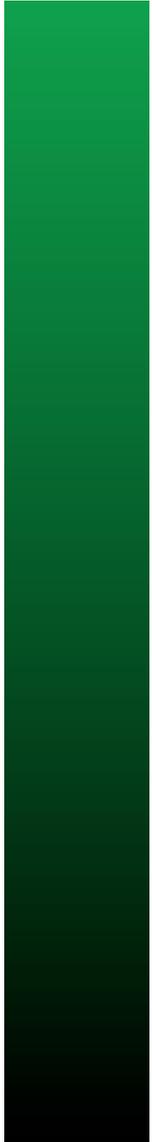
DisplayPort Market Forecast

Total DisplayPort-enabled Device Shipment Forecast by DisplayPort Type 2009-2014

(Units in Thousands)



Source: In-Stat, Dec 2010



Panel Discussion



Q&A



Thank You

DisplayPort Demonstrations Available

- For Further Information -

About VESA and DisplayPort Development: <http://www.vesa.org>

About DisplayPort: <http://www.displayport.org>