Display Industry Awards

Frequently Asked Questions

Q: What is the relationship between the Display Industry Awards (DIA) Committee and the Display of the Year Awards (DIAs)?
A: The DIA Committee has the responsibility to determine the Display of the Year Awards.

Q: What is the difference between the SID Display Industry Awards (DIA) Committee and the SID Honors and Awards (H&A) Committee?
A: The DIA Committee solicits nominations and determines awards for displays, display applications, and components. The H&A Committee solicits nominations and determines individual honors and awards including the SID medal awards, Fellow membership designations, and Special Recognition awards specific to individuals. In short, the DIA Committee honors products and components, while the H&A Committee honors people.

Q: What are the categories of the Display of the Year Awards?
A: There are three categories of DIAs: Display of the Year Award, Display Application of the Year Award, and Display Component of the Year Award.

Q: How do I know which category is the right one for my nomination?
A: The three categories are described with examples here:
- The Display of the Year category includes electronic displays that are so outstanding and novel that they deliver substantially improved levels of performance or enable an entirely new product category. An example from 2022 is the Apple Liquid Retina XDR Display, which is found in multiple products (iPad Pro and MacBook Pro).
- The Display Application of the Year category is represented by complete products that make novel use of displays to create a finished product that offers a new or elevated experience. An example from 2022 is the Mercedes-Benz Hyperscreen.
- The Display Component of the Year category includes discrete components, materials, software, or assemblies that are not displays but enable or substantially improve the finished display. Examples include quantum dots, which enable more saturated color and from 2022, 3M's reflective polarizer lens, which enables more compact virtual reality displays. Metrology instrumentation is also considered in this category (see below).

Q: Where can I find additional examples of past award winners in each category?
A: These can be found at https://www.sid.org/Awards/Display-Industry-Awards#DIAWinners

Q: Which DIA category is the most prestigious?
A: There is equal prestige among the three categories.

Q: How many nominations can one company submit?
A: Three nominations in total are allowed per company. The DIA Committee strongly encourages focus on the most significant product and component nomination(s), ideally the company's most outstanding eligible nomination in each appropriate category (Display, Application, and Component)

Q: Can a product be nominated in more than one category?
A: Generally, no. The categories are mutually exclusive.

Q: Our company developed a novel display that was used in a novel application. Can we nominate the display in the Display category and the product as a different nomination in the Application category?
A: As an exception to the prior question, both nominations could be submitted, with the display nomination focusing on novel display characteristics while the application nomination focuses on the new usage enabled by the display. However, this situation is rare and between the two, the DIA Committee would focus on the more compelling nomination.

Q: What are the date eligibility criteria for DIAs?

A: Eligibility: All 2027 DIA submissions must be for products introduced to the market (via press release or web site announcement) between January 1, 2026, and December 31, 2026, and must be commercially available for order by January 31, 2027, and delivery to end customers by February 10, 2027. For the Display of the Year and Display Application of the Year Awards, the display must be integrated in an end-user product (meaning product available for purchase by actual consumers). If the product only becomes available after January 31, 2027, it shall be eligible for future award consideration in the first calendar year of product availability. For the Display Component of the Year, commercial availability requires having a sufficient quantity of samples available for integration into a display, and those samples having been shipped to at least one integrator. In the case of a measurement instrument nominated in the Component category, the instrument should be available for purchase in at least one worldwide location by January 31 of 2027.

Q: We made a nomination last year but didn't get an award. Can we resubmit the nomination this year?
A: There is only a single year of nomination eligibility. If a nomination was made but the DIA Committee determined that the nomination was not yet eligible, then the nomination can be resubmitted in a subsequent year, once it meets the date eligibility criteria.

Q: If we have a display that goes into another product or panel, should it be submitted for Display of the Year or Component of the Year?
A: Display panels that get integrated into products (i.e. purchased by integrators) *and* stand-alone displays (i.e. display products such as those purchased by consumers, retailers, or IT departments) *both* belong in the Display of the Year category.

Q: Our company made a new kind of television. Which category is appropriate for our nomination?
A: Based on the criteria above, TVs have generally been considered in the Display of the Year category.

Q: Our company makes display measurement equipment. Are we eligible for a nomination and if so, which category should we enter?
A: Instrumentation is an important part of the display industry ecosystem, and makers of metrology equipment are encouraged to submit nominations in the Component category.

Q: What kinds of supporting documentation does the committee need as evidence of commercial availability?
A: For all categories, a press release within the date ranges above announcing product, component, or instrument availability is sufficient. Alternatively, a web link with an announcement or a bill of sale are also appropriate.

Q: Our product or component is commercially available but we are not able to name our customers. How do we prove commercial availability?
A: A bill of sale or customer correspondence confirming delivery can be provided with the customer information redacted.

Q: We developed the product or component in conjunction with someone else. If we win the award, can we add another company or name later?
A: Nominators are strongly encouraged to identify any collaborators or additional companies in the original nomination. The Committee may not be able to add collaborators or additional contributors after the original submission. Most awards have been given to a single affiliation.

Q: How do we make the strongest possible nomination?
A: Keep your entries short and to the point. The DIA Committee reviews many nominations; therefore committee members have a limited amount of time to review each submission. Be sure to state the most important points (features, costs, etc.) at the very beginning, so reviewers can easily see why your product should win. Even if attachments or web links are included, all key points should be included on the nomination form. Try to keep each response to 150 words or less. Attachments and/or web links may be useful for establishing eligibility or to provide additional info, but the salient points need to be on the nomination form itself. All parts of the submission should be in English.

Q: Is there a checklist we can use to validate our nomination before submission?
A: The DIA Committee recommends the following:
- Check the category criteria carefully to confirm the nomination is made in the appropriate category.
- Make sure the nomination meets the eligibility criteria as above and provide this documentation.
- Confirm that contact information has been included.
- Verify that all items cited in the nomination portal have been completed.
- Check that the most significant nomination points have been explicitly stated in your nomination.
- If possible, clearly state how this nomination improves the state of the art and why it is commercially important.
- Carefully check the nomination for accuracy.
- Submit the nomination prior to the deadline.

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