

**For Immediate Release**

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**SID Announces New Peter Brody Prize to Honor Young Researchers for Outstanding Contributions for Active Matrix Addressed Information Displays**

**SAN JOSE, Calif., Sept. 13-**The **Society for Information Display (SID)** announced today the designation of a new award to honor outstanding contributions of young researchers to the advancements of active matrix addressed information display. The **Peter Brody Prize** will be awarded to a young researcher under age 40 who has made outstanding contributions in innovating the design and enhancing the performance of active matrix addressed information displays.

The award is named after the late **Dr. Peter Brody**, who was the pioneer of active matrix thin film transistors for information displays.

Dr. Brody demonstrated the world-first working CdSe TFT-EL and TFT-LCD panels in 1973 and 1974 respectively. He was the pioneer and great advocate for active matrix addressed information displays. He led a pilot line manufacturing a TFT-EL panel at Westinghouse and commercial scale manufacturing of TFT-LCD panels at Panelvision in 1980. He continued to develop low-cost TFT backplane technologies at Magnascreen and Advantech until the end of his life.

Dr. Brody was a SID Fellow and received the Karl Ferdinand Braun Prize from SID in 1987 for his outstanding technical achievement and contribution to information displays. He was also honored with the Rank Prize in optoelectronics (UK), the Eduard Rhein Prize (Germany), the IEEE Jun-Ichi Nishizawa Medal and the NAE Charles Stark Draper Prize.

The **Peter Brody Prize** will recognize a young researcher, under age 40, for major contributions which enhance the performance of active matrix addressed displays.

It is the intention of the prize to recognize young researchers who have made major-impact technical contributions to the developments of active matrix addressed displays in one or more of the following areas:

- ❖ Thin film transistor devices,
- ❖ Active matrix addressing techniques,
- ❖ Active matrix device manufacturing,
- ❖ Active matrix display media, or
- ❖ Active matrix display enabling components.

Award recipients shall be less than 40 years of age at the time of nomination and shall receive a stipend of US\$2,000. Nominees are not required to be a member of SID.

Winners of the **Peter Brody Prize** will receive a \$2,000 stipend, made possible through a generous grant of \$40,000 from Dr. Fang-Chen Luo. Dr. Luo worked with Dr. Brody at Westinghouse R&D Center demonstrating the first working TFT-EL panel in 1973 and a TFT-LC panel in 1974. He is donating the money to honor his mentor, Dr. Brody, as well as to recognize young engineers for their innovative contributions to active matrix addressed information displays. The grant will be used to endow the award in perpetuity.

The award joins the lineup of prestigious honors bestowed by SID to outstanding innovators in the field of information displays, including the Karl Ferdinand Braun Prize for outstanding technical achievement in or contribution to display technology; the Jan Rajchman Prize for outstanding scientific or technical achievement in or contribution to research on flat-panel displays; and the Otto Schade Prize for outstanding scientific or technical achievement in or contribution to the advancement of the functional performance and/or image quality of information displays; and the Slottow-Owaki Prize for outstanding contributions to personnel training in the field of information display.

The deadline for nominations for the 2017 awards is Oct. 15, 2016. For more information on any of the SID Honors and Awards, including how to submit nominations, please visit [www.sid.org](http://www.sid.org) and click "Awards."

### **ABOUT SID**

The Society for Information Display (SID) is the only professional organization focused on the display industry. In fact, by exclusively focusing on the advancement of electronic display technology, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products. The organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than 10 conferences a year, including Display Week, which brings industry and academia all under one roof to showcase technology that will shape the future. SID's global headquarters are located at 1475 S. Bascom Ave., Ste. 114, Campbell, CA 95008. For more information, visit [www.sid.org](http://www.sid.org).