



# THE VESA MONITOR

## A MONTHLY NEWSLETTER

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### ■ From the Chairman

#### To all VESA members,

This is the first direct communication from me as Chairman of the Board of Directors to you and I invite you to respond with any comments or questions about VESA organization or operations. Over the next few months I will try to address key issues.

The Board was recently asked if the agenda and minutes of Board meetings are available to members. The answer is yes, any member may obtain these documents upon request. In common with normal business practice this does not include those discussions when the Board is in executive session. In addition, I would invite members who are interested to send a representative as an observer at regular Board meetings. Note that there are physical limits to the numbers that can attend a meeting so please contact the VESA office at least one day before the Board meeting to ensure that space will be available. On occasion it may be that space will not be available, in this case the people not able to attend will be given priority in space allocation for the subsequent meeting.

Note: e-mail sent to [board@vesa.org](mailto:board@vesa.org) will go to the current chair of the VESA Board – please write with your thoughts, questions and comments.

### ■ Global Market to Work with VESA on Marketing Efforts in Asia

Sue Chung, a multicultural specialist in high technology marketing, is now working with VESA in Korea, Taiwan and China. In an effort to expand and extend its presence in one of the most important regions in the industry, VESA has retained Sue's organization, The Global Market Company, based in Seoul. Sue will establish virtual offices in Seoul and Taipei to extend VESA's presence in the region through support at regional trade shows and exploring sponsorship and other opportunities at various events.

The Global Market Company also will work on recruiting new members for VESA in China, Taiwan and Korea, and develop and maintain contacts with related electronics and consumer products associations, including SEMI, the Society for Information Display and others which can work with VESA in co-marketing activities and events. In addition, Sue will work with regional media to update them on VESA's activities and to raise the general awareness of VESA programs, policies, initiatives and standards throughout the important Asian markets.

Sue brings experience with Applied Materials, SEMI, and regional trade organizations to VESA. She founded The Global Market Company in early 2004.

#### IN THIS ISSUE:

- ✓ From the Chairman
- ✓ Global Market to Work with VESA on Marketing Efforts in Asia
- ✓ VESA Creates Scholarship in Ergotron Founder Harry Sweere's Name Recognizes Flat Display Mounting Interface Standard
- ✓ New DisplayPort Standard for PCs, Monitors, TV Displays and Projectors Moves From Promoter Group to VESA



## ■ VESA Creates Scholarship in Ergotron Founder Harry Sweere's Name Recognizes Flat Display Mounting Interface Standard

The VESA Board of Directors in July established a perpetual scholarship for mechanical engineering students to be awarded annually in recognition of Ergotron Founder Harry C. Sweere.

Harry Sweere was the driving force on the VESA Display Systems Committee in developing a mounting interface standard for flat panel displays. The standard originated in 1999 as the Flat Panel Monitor Physical Mounting Interface (FPMPMI™) Standard and is now known as the Flat Display Mounting Interface (FDMI™) Standard. FDMI defines mounting interfaces and hole patterns for LCD monitors, plasma displays and other flat panel devices. It is currently implemented by flat display manufacturers throughout the industry.

"Harry worked tirelessly to drive the standard, which has benefited the entire flat display industry," said Bill Lempesis, Executive Director of VESA.



"He had the vision to realize that by implementing the standard, a win-win situation would result for flat display manufacturers, mounting manufacturers and end-users alike."

"Harry's passion for improving the human interface with computer screens and digital displays was the genius for the entire mounting industry," said Joel Hazzard, Ergotron's President and CEO. "He was a

pioneer, leader and a dear friend. We are all extremely appreciative of VESA's acknowledgement of Harry's efforts."

VESA, as an organization, will annually grant this four-year scholarship to a student pursuing a degree in mechanical engineering who has shown financial need and has demonstrated above average scholastic achievement.

## ■ New DisplayPort Standard for PCs, Monitors, TV Displays and Projectors Moves From Promoter Group to VESA

The newly-developed DisplayPort™ interface proposal, which has been designed to simplify display interfaces in computer and consumer electronics systems, has been turned over to the Video Electronics Standards Association (VESA) for finalization and approval as a standard.

The plan in May was to submit a comprehensive version of the interface proposal to VESA during the third quarter for ratification and adoption," said Ian Miller, Chairman of VESA.

A preview of DisplayPort was made at the July VESA Japan Committee meeting. The July Committee meeting provided a forum for a presentation on DisplayPort by Alan Kobayashi of Genesis Microchip. More than thirty-five members representing twenty-two companies were in attendance to hear more about DisplayPort. According to Keiko Sakimura, Japan Committee Liaison, "the DisplayPort presentation and question and answer session was a huge success. The Japan Committee members are looking forward to participating in the DisplayPort standardization process."

The DisplayPort proposal was officially accepted by the Display Systems Committee at its August meeting. Thirty-five members representing twenty-six companies were in attendance and voted to send the DisplayPort proposal to Committee Review. The Display Systems Committee voted to begin this review on August 17, 2005. The review period will end on September 12, 2005. All committee members are requested to review the proposal and submit comments. All comments will be reviewed and responded to by the newly formed the DisplayPort Task Group. The Task Group will serve as the focal point for all DisplayPort activity within the Display Systems Committee.

The DisplayPort Task Group will hold its first meeting on September 7, 2005 from 11am to 12pm Pacific time. All members are encouraged to participate.