

IF WORK FROM HOME IS HERE TO STAY, WE CAN MAKE IT BETTER



by Takatoshi Tsujimura

WITH COVID-19 STILL HEAVILY AFFECTING OUR LIVES, SID HAS DECIDED to hold Display Week 2021 online again (www.displayweek.org). The survey results obtained after Display Week 2020 show that attendees had mixed feelings about their preference for either online or on-site meetings. The online event has several merits, attendees told us, such as easy and direct access to the information an attendee wants, liberation from time constraints, and participation regardless of time zone. At the same time, attendees said they missed the chance to have face-to-face communication and the opportunity to see the real screen quality of state-of-the-art displays.

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Reference

¹ Jerath R, Crawford MW, and Barnes VA. Functional representation of vision within the mind: a visual consciousness model based in 3D default space. *Journal of Medical Hypotheses and Ideas*. 2015;9(1):45-56. Available from: <https://doi.org/10.1016/j.jmhi.2015.02.001>.

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We also considered that vaccination against the novel coronavirus has begun and the merits of an on-site event can be entertained after the disease has been fully contained. So, for now, we decided to go virtual again and try our best to improve the event according to attendees' and exhibitors' feedback.

COVID-19 forced us to change our lives in many respects. Work from home increased, as did time spent with the family, which caused a paradigm shift in the working environment. We recognized that the infrastructure for web meetings, such as internet quality, PCs, tablets, and headsets are vital for this new era. Web meetings make it possible to share slides, but they lack important features for business, such as building relationships with customers or business partners and fully conveying products' surface finish or displays' contrast ratios. The display industry should lead the way in tackling these issues. In addition to advancing our field, it might lead to new business opportunities.

In the past, displays were bulky cathode-ray tubes, but portable flat-panel displays have brought a new way of living with smartphones. The remote environment might be the next opportunity for displays to change human life. I suggest everyone look back on this time and think what we can do for the future. Visual communication occupies more than 80 percent of the information that a human being handles.¹ Displays are the interface between computing and the human being. There are many things we can contribute as the world's largest display society. I am looking forward to our society members' creativity as a result of our experiences.

And as part of that interconnection and creativity, I hope to see everyone online again in May! 