Panel Discussion: How can industry best support the innovative research that it needs? ABSTRACT APS — Four industrial physics leaders will discuss the future and value of innovative research in an industrial setting, and will share perspectives on how their companies address the challenge of supporting research operations. The speakers come from varied research settings and represent a cross-section of and scientific fields including bio-physics/life sciences, materials processing equipment, information technologies and electronics. This session includes an interactive panel discussion on overcoming the challenges and the circumstances confronting industrial R&D operations.