

Automotive Research Portal – Infotainment Usability

Automotive Infotainment Usability Reports are the latest offerings from the iSuppli Automotive Research Team (formerly TRG) who tracks, analyzes and forecasts the markets for automotive telematics, navigation, digital entertainment, and advanced driver assistance systems.

As an independent, unbiased resource in the industry, iSuppli is in the right position to conduct usability comparisons, as well as provide services designed to save clients time and money.



Coverage

Digital Entertainment

- System functionality
- Audio performance
- Source compatibility
- Playlist management

Device Compatibility

- Device diversity
- Phone procedures
- HFP pairing
- A2DP pairing
- Address book management

Telematics & LBS

- Service diversity
- Functional relevance
- Vehicle functions
- Safety functions

Navigation & Routing

- Navigation performance
- Routing options
- Digital map diversity
- Destination management
- Navigation updates

Human-Machine Interface (HMI)

- Overall HMI diversity
- Controller intuitiveness
- Menu logic
- Aesthetics & ergonomics
- Voice I/O
- Ignition sequence

Real-World Testing and Usability Analysis

The reports provide usability and benchmarking analysis of all infotainment features categorized into five functional domains including Digital Entertainment, Device Compatibility, Telematics & LBS, Navigation & Routing, and Human-Machine Interface (HMI). Using a comprehensive, proprietary test script, iSuppli is able to provide direct comparative analysis on every vehicle reviewed, as well as expert opinions, and ratings for each functional domain.

Vehicle Model Lineup

Access to the iSuppli Automotive Portable – Infotainment Usability grants access to all completed and upcoming vehicle models, such as:

- 2009 Hyundai Genesis V8
- 2009 Mercedes-Benz C63
- 2009 BMW 750Li
- 2009 Lincoln MKS
- 2010 Lexus RX350
- 2010 Ford Fusion Hybrid
- 2010 Toyota Camry Hybrid
- 2010 Audi A6
- 2010 Mazda 3
- 2011 Jaguar XJ
- 2011 Jeep Grand Cherokee
- And more...

TRG Impressions – TRG Test Drive

Monthly assessments of the new vehicle infotainment usability introductions.

Analyst Inquiry Time

As you deal with an ever-changing industry and business environment, gain prompt response to urgent questions with direct access to iSuppli analysts—specialists in automotive telematics and navigation systems and services.

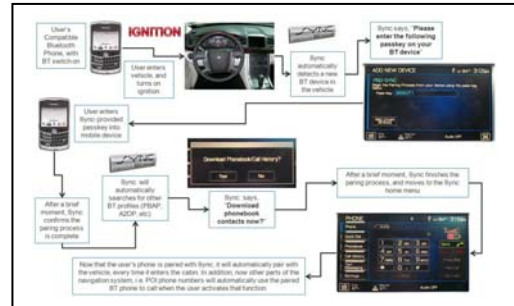
Deliverables

- Report & Analysis
- Ratings for Five Functional Domains
- Systems Flow Charts
- Image Gallery
- Systems Menu Photos
- Videos

2010 Lexus RX 350 Telematics & LBS Demonstration Video



2009 Lincoln MKS Bluetooth Pairing Flow Chart



Lead Analysts

Mark Boyadjis

Mark came to iSuppli Corporation in June 2008 after the acquisition of the Telematics Research Group (TRG). He is now the lead analyst on the North American market automotive industry. His responsibilities at iSuppli include management and analysis of the North American automotive market databases and profiles, writing about news and innovations in automotive technologies, performing vehicle benchmarks and writing vehicle reviews, and attending all major North American Auto Shows and telematics conferences for the company.

Phil Magney

Phil Magney, founder and principal analyst for TRG, runs iSuppli's automotive research practice. Phil has 20 years experience as a technology analyst with core specialties in automotive telematics and mobile computing. Mr. Magney has regularly written columns and papers for industry trade publications and is a frequent speaker at telematics conferences in the US, Europe and Asia. Phil is a graduate from the University of Minnesota where he studied business and economics.

Egil Juliussen

Dr. Egil Juliussen, founder and principal technology analyst for TRG, has more than 25 years experience in the computer, communications, and telematics industries and has published over 400 industry reports, conference papers, and publications. His areas of expertise include information technology products such as PDAs, mobile communications, Internet appliances, and vehicle telematics. He is a frequent speaker at telematics conferences around the world and is a member of the Society of Automotive Engineers (SAE) and the Institute of Electrical and Electronics Engineers (IEEE).