

Automotive Infotainment Semiconductor Competitive Landscaping Tool (CLT)™

70% Market Share for the Top 5 Semi Suppliers of AM/FM Radio

By Richard Robinson, Principal Analyst

Updated Twice Yearly

This database tool is designed to provide users with twice yearly updates on specific Infotainment market segments and 20 companies' individual performances. The easy-to-use database enables users to extract data and perform their own analysis of the global infotainment application specific semiconductor market. This product is available alone or can be purchased with the comprehensive Infotainment Service deliverables.

Application Segment View

- Ranks revenues for all companies in a selected semiconductor segment by device function

Company View

- Displays revenue for all application segments by device and standard for a selected company

Companies

- 23 semiconductor suppliers

Technologies

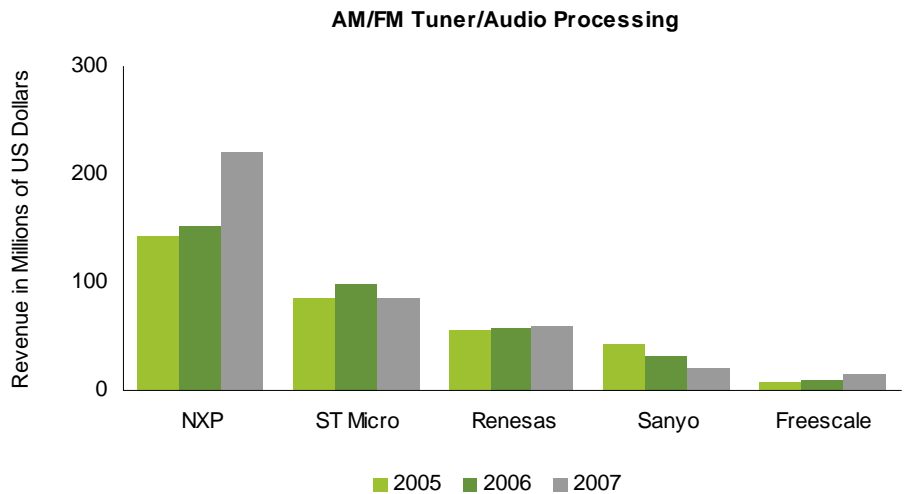
- Total Infotainment
- AM/FM tuner/audio processing
- Audio Amplifiers
- Digital and satellite radio RF/BB
- GPS
- Multimedia and navigation processors

Time Periods

- Twice yearly beginning 2005
- Ability to aggregate time periods
- Regions
- Worldwide

As the automotive infotainment industry evolves and expands, the competitive landscape of applications specific semiconductor suppliers to the industry is becoming increasingly dynamic. Inherent in the evolution and expansion of the industry is a continually changing landscape where sub-segments rise to and fall from prominence, where suppliers enter and exit specific niche markets and where the health of the overall industry is dependent on the strategic decisions and performance execution of its constituents. As suppliers aggressively compete for market share and as Automotive infotainment system manufacturers increasingly develop niche strategies targeted to different market segments, semiconductor suppliers are required to make tougher and tougher strategic decisions based on their current market position as a whole and in any given market segment.

The iSuppli Automotive Infotainment Semiconductor Competitive Landscaping Tool provides market share information for semiconductor suppliers of infotainment ASICs, ASSPs and PLDs. The tool is available as an annual subscription and is updated 2 times a year.



Critical Questions Answered

- What is the market share of major semiconductor suppliers to the Automotive industry?
- Who are the key suppliers of Audio and graphics processing IC's? What is the market share of these suppliers?
- Who are the key suppliers of navigation processor and GPS solutions and what is their market share?
- Who are the key incumbents and their relative positions in a sub-segment that is a potential candidate for entry?

Who Should Read This?

- Automotive infotainment designers within tier-one and vehicle OEMs
 - Procurement managers
 - Strategic managers
- Semiconductor suppliers
 - Strategic managers
- Financial analysts

Lead Analyst**Richard Robinson,
Principal Analyst**

Richard Robinson moved to iSuppli from his previous position at Alpine Electronics where he led Infotainment, Navigation and Advanced Research Projects in Europe, Japan and North America.

Richard initiated iSuppli's Automotive Semiconductor research in 2006, and he has the primary responsibility of providing vendors with actionable advice and insightful analysis of the increasingly complex Automotive Infotainment value chain. This value chain analysis has allowed iSuppli to develop forecasts on the production of automotive electronic equipment, and the corresponding demand created for electronics components including highly detailed views of the Infotainment semiconductor market.

Richard is an expert in car-navigation and Human-Machine-Interfaces (HMI). He has lead interface design breakthroughs including the world's first production automotive-interface using Macromedia Flash (New Jaguar XK/XF, Freelander) He has also been a key HMI consultant on several award winning OEM navigation systems for Honda and Acura. (JD Power No.1: 2001-2005).

Richard has Bachelor of Arts from the University of Natal in Durban, South Africa.

Companies Mentioned

- Agere Systems
- Altera
- Analog Devices
- Atmel Corporation
- CSR
- Freescale Semiconductor
- Frontier Silicon
- Fujitsu Microelectronics
- Infineon Technologies
- NEC Electronics
- NXP
- Panasonic Corporation
- Renesas Technology
- Rohm
- Samsung Electronics
- Sanyo Electric
- Silicon Laboratories
- SiRF
- Sony
- STMicroelectronics
- Texas Instruments
- Toshiba
- Wolfson Microelectronics
- Xilinx
- Other Companies

Semiconductor Segments

- AM/FM Tuner/Audio Processing
- Audio Amplifiers
- Digital/Satellite Radio Tuner/Decoder
- Navigation Receiver (GPS)
- Multimedia/ Navigation Processing
- Other Functions