

Automotive Infotainment Systems Market Tracker

Infotainment Outlook 2009: When Will the Auto Engine Start Again?

By Richard Robinson, Principal Analyst

Forecast**Frequency, Time Period**

- 3-year historical data
- 5-year annual forecasts

Measures

- Revenue
- Units

Regions, Markets

- Americas
- EMEA
- China
- Japan
- Rest of Asia Pacific

Technologies Covered

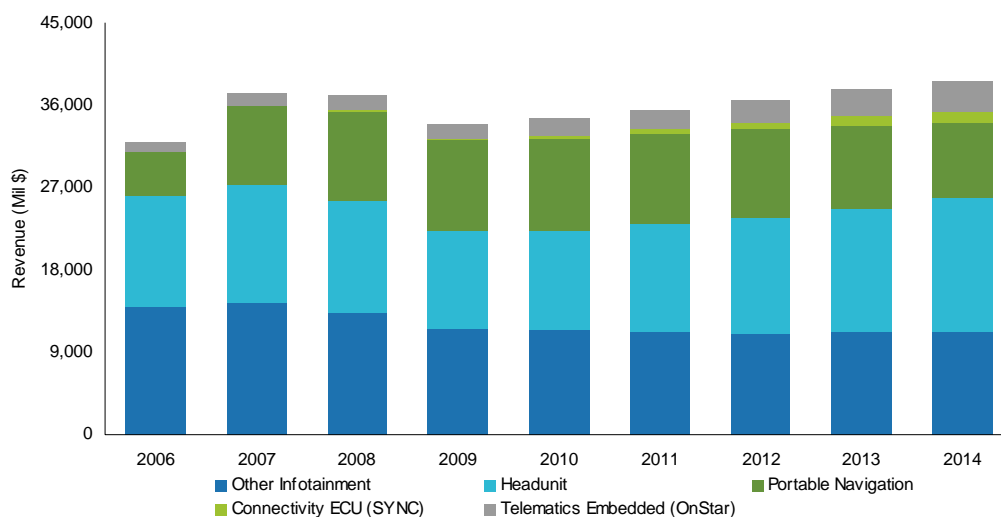
- Navigation systems (portable and embedded)
- Satellite and digital decoders
- CD changers
- Displays
- Instrumentation
- TV tuners
- Amplifiers
- DVD players
- Telematics processors
- Signal processors
- Speakers

In 2009, revenue growth from Automotive infotainment systems will decline sharply (-18.3%) as a result of the fall in vehicle production as well as the falling interest in the PND. Global revenues are expected to fall to just \$30 billion, as compared to \$37.4 Billion in 2007.

As the market recovers from 2010, the desire for connectivity and the explosion in personal entertainment devices will drive the next generation of delivery and broadcast formats in the vehicle, creating new opportunities for tier-1/OEM relationships as well as for the silicon and software suppliers that serve this market.

iSuppli's Systems market tracker, puts a value on each element of vehicle infotainment and examines the shifting emphasis to portable, digital and downloadable environments. The tracker contains market share information for the top 20 Tier-1 suppliers of Infotainment solutions including revenue splits by geographic region.

Infotainment Revenue Splits Worldwide: OEM+AM+PND

**Critical Questions Answered**

- What are the critical entry points for system suppliers to the vehicle market?
- How will shipments of portable devices affect the OEM infotainment market?
- Which terrestrial and satellite radio and TV receiver technologies will dominate in 2013?
- What are the hottest growth areas in the embedded and after-market space?
- What are forecast shipments of personal navigation devices?

Who Should Read This?

- EMS / OEMs / ODMs / Software Developers
 - Planning
 - Procurement
 - Engineering
- OEMs / EMS / ODMs / Component Suppliers
 - Marketing

Lead Analyst**Richard Robinson,
Principal Analyst**

Richard comes to iSuppli from his previous position in Alpine Electronics in Europe where he lead Advanced Research Projects. His primary responsibility at iSuppli is to provide vendors with insightful analysis of the increasingly complex 'Automotive Infotainment' value chain.

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/2006 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 BA from the University of Natal in Durban, South Africa.

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