

Automotive Research Topical Report

Next-Gen Navigation: Is it all About Apps and Maps?

By Richard Robinson, Principal Analyst

Forecast

Frequency, Time Period

- 3-year historical data
- 7-year annual forecasts

Measures

- Revenue
- Units

Regions, Markets

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

Applications/Products Covered

- OEM and After Market Navigation Design
- Navigation Semiconductors
- Navigation Services
- Off-board Connectivity

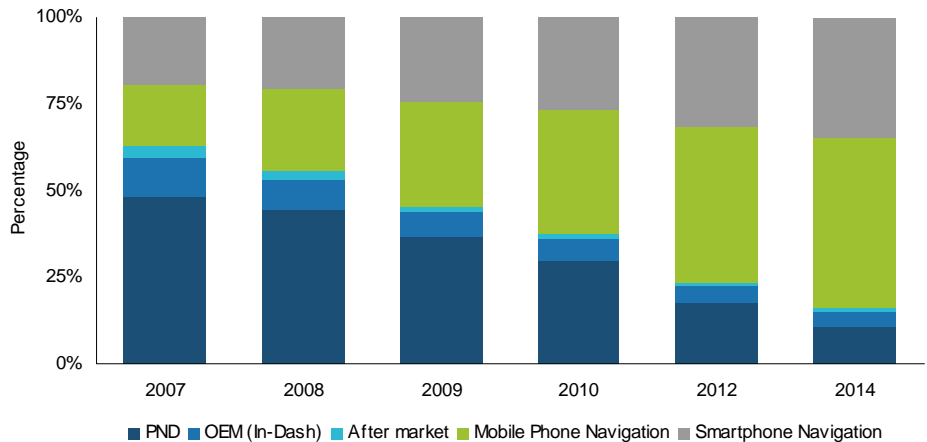
Technologies Covered

- Silicon: ASIC/ASSP/MCUs, DRAM, Flash, Power, Optical, Sensor, etc)
- Systems: Headunit Navigation, Telematics, Off-board Connectivity

This report provides a detailed analysis of the strategies that are being adopted by navigation systems and semiconductor hardware suppliers. The report presents the main challenges faced by the key players within each navigation market as they look to extend and develop innovative and relevant solutions.

Following a period of strong growth for the PND market and limited growth for other platforms, new market opportunities are developing that are likely to change the landscape dramatically over the next three to five years. iSuppli believes we will see some clear winners emerging in the form of smart-phone navigation and low-cost In-dash solutions, while the interest in the PND will fade as it is caught between these rival-platform success stories.

Navigation Landscape: Market Share by Platform



Critical Questions Answered

- How should vehicle OEM's add-value to their navigation design in next generation systems?
- What are the system requirements in navigation headunit design?
- With the growth in Smartphone and In-dash navigation who needs a PND?
- What are the proposed business models for connected navigation services?
- What is the future of navigation development for the traditional Tier 1 navigation platform suppliers?
- What are business models for Smartphone based navigation apps.

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 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.

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