

Technology Landscape, Trends and Opportunities in the Global Automotive Augmented Reality Market

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Abstracts

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The technologies in augmented reality automotive have undergone significant change in recent years, with conventional function and control system t%li%automated control system. The rising wave of new sensor technologies, such as magnetic hall effect sensor, image, and radar are creating the significant potential for automotive augmented reality in various vehicles as it integrates the real-life environment with virtual details that enhance the driving experience.

In this market, various sensor technologies, are used which include radar, lidar, image, and sensor fusion. Increasing adoption rate of advanced technologies by OEMs, rising consumer demand for enhanced in-vehicle safety, faster generation of real-time and reliable data from advanced driver assistance systems, and the growth of connected vehicle are creating opportunities for various augmented reality automotive market technologies.

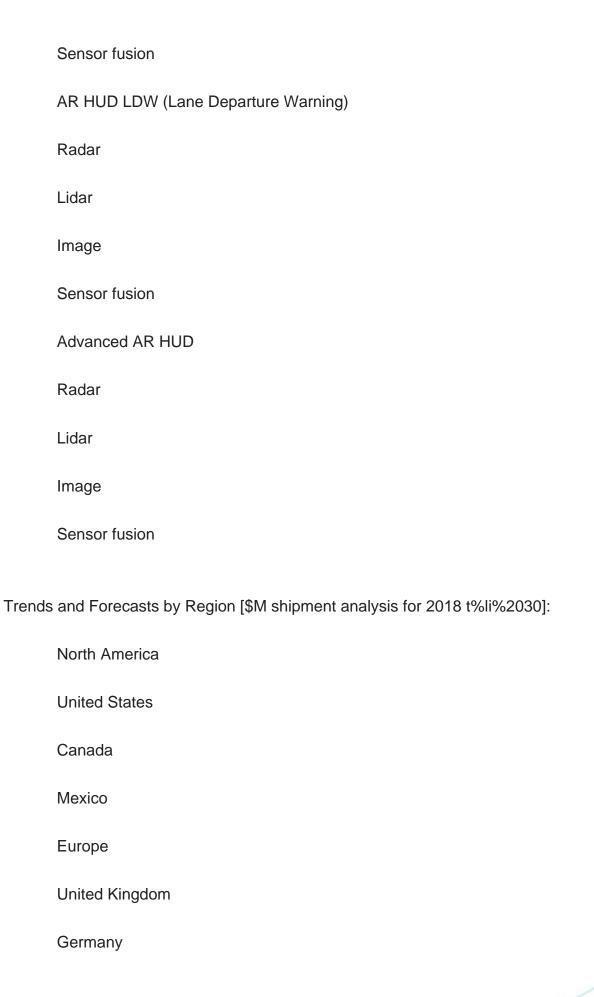
This report analyzes technology maturity, degree of disruption, competitive intensity, market potential, and other parameters of various technologies in the augmented reality automotive market. Some insights are depicted below by a sample figure. For more details on figures, the companies researched, and other objectives/benefits on this research report, please download the report brochure.

The study includes technology readiness, competitive intensity, regulatory compliance, disruption potential, trends, forecasts and strategic implications for the global automotive augmented reality technology by sensor technology, application, and region as follows:

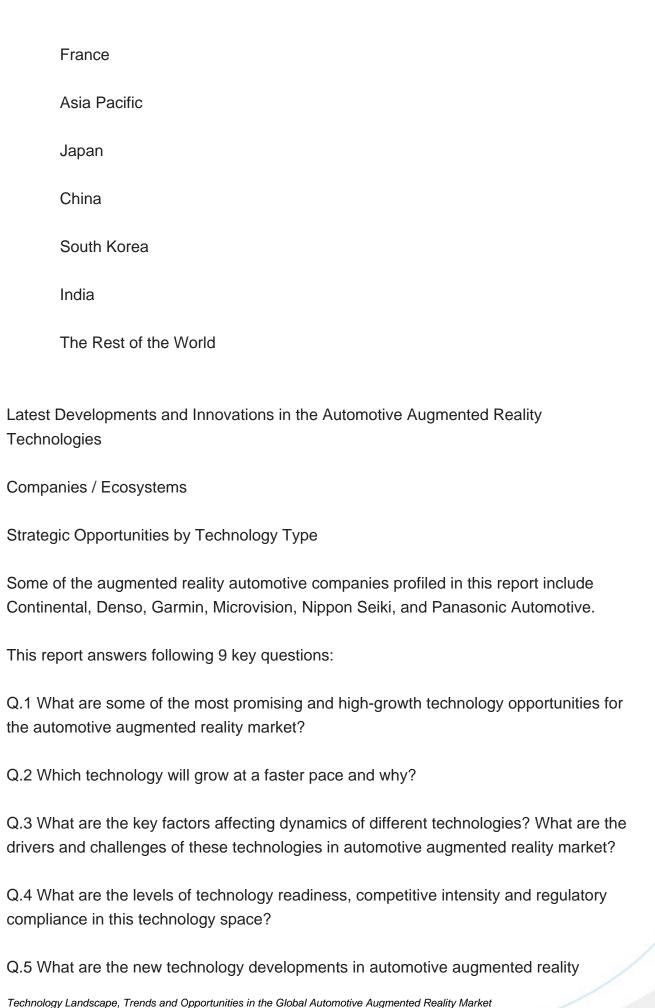


Technology Readiness by Technology Type		
Competitive Intensity and Regulatory Compliance		
Disruption Potential by Technology Type		
Trends and Forecasts by Sensor Technology [\$M shipment analysis from 2018 t%li%2030]:		
Radar		
Lidar		
Image		
Sensor fusion		
Trends and Forecasts by Application [\$M shipment analysis from 2018 t%li%2030]:		
AR HUD Navigation		
Radar		
Lidar		
Image		
Sensor fusion		
AR HUD ACC (Adaptive Cruise Control)		
Radar		
Lidar		
Image		











market? Which companies are leading these developments?

Q.6 What are the latest developments in automotive augmented reality technologies? Which companies are leading these developments?

Q.7 Which technologies have potential of disruption in this market?

Q.8 Wh%li%are the major players in this automotive augmented reality market? What strategic initiatives are being implemented by key players for business growth?

Q.9 What are strategic growth opportunities in this automotive augmented reality technology space?



Contents

1.EXECUTIVE SUMMARY

2.TECHNOLOGY LANDSCAPE

- 2.1.Technology Background and Evolution
- 2.2. Technology and Application Mapping
- 2.3. Supply Chain

3.TECHNOLOGY READINESS

- 3.1. Technology Commercialization and Readiness
- 3.2. Drivers and Challenges in Automotive Augmented Reality Technologies
- 3.3.Competitive Intensity
- 3.4. Regulatory Compliance

4.TECHNOLOGY TRENDS AND FORECASTS ANALYSIS FROM 2018-2030

- 4.1. Automotive Augmented Reality Opportunity
- 4.2.Technology Trends (2018-2023) and Forecasts (2024-2030)
 - 4.2.1.Radar
 - 4.2.2.Lidar
 - 4.2.3.Image
 - 4.2.4.Sensor fusion
- 4.3.Technology Trends (2018-2023) and Forecasts (2024-2030) by Application Segments
 - 4.3.1.AR HUD Navigation
 - 4.3.1.1.Radar
 - 4.3.1.2.Lidar
 - 4.3.1.3.lmage
 - 4.3.1.4. Sensor fusion
 - 4.3.2.AR HUD ACC (Adaptive Cruise Control)
 - 4.3.2.1.Radar
 - 4.3.2.2.Lidar
 - 4.3.2.3.Image
 - 4.3.2.4. Sensor fusion
 - 4.3.3.AR HUD LDW (Lane Departure Warning)
 - 4.3.3.1.Radar



- 4.3.3.2.Lidar
- 4.3.3.3.Image
- 4.3.3.4. Sensor fusion
- 4.3.4. Advanced AR HUD LDW
 - 4.3.4.1.Radar
 - 4.3.4.2.Lidar
 - 4.3.4.3.Image
 - 4.3.4.4.Sensor fusion

5.TECHNOLOGY OPPORTUNITIES (2018-2030) BY REGION

- 5.1. Automotive Augmented Reality Market by Region
- 5.2. North American Automotive Augmented Reality Technology Market
- 5.2.1. United States Automotive Augmented Reality Technology Market
- 5.2.2. Canadian Automotive Augmented Reality Technology Market
- 5.2.3. Mexican Automotive Augmented Reality Technology Market
- 5.3. European Automotive Augmented Reality Technology Market
 - 5.3.1. The United Kingdom Automotive Augmented Reality Technology Market
 - 5.3.2.German Automotive Augmented Reality Technology Market
 - 5.3.3.French Automotive Augmented Reality Technology Market
- 5.4.APAC Automotive Augmented Reality Technology Market
 - 5.4.1. Chinese Automotive Augmented Reality Technology Market
 - 5.4.2. Japanese Automotive Augmented Reality Technology Market
 - 5.4.3.Indian Automotive Augmented Reality Technology Market
 - 5.4.4. South Korean Automotive Augmented Reality Technology Market
- 5.5.ROW Automotive Augmented Reality Technology Market

6.LATEST DEVELOPMENTS AND INNOVATIONS IN THE AUTOMOTIVE AUGMENTED REALITY TECHNOLOGIES

7.COMPANIES / ECOSYSTEM

- 7.1. Product Portfolio Analysis
- 7.2. Market Share Analysis
- 7.3. Geographical Reach

8.STRATEGIC IMPLICATIONS

8.1.Implications



- 8.2. Growth Opportunity Analysis
- 8.2.1.Growth Opportunities for the Automotive Augmented Reality Market by Sensor Technology
- 8.2.2.Growth Opportunities for the Automotive Augmented Reality Market by Application
- 8.2.3. Growth Opportunities for the Automotive Augmented Reality Market by Region
- 8.3. Emerging Trends in the Automotive Augmented Reality Market
- 8.4. Disruption Potential
- 8.5. Strategic Analysis
 - 8.5.1.New Product Development
 - 8.5.2. Capacity Expansion of the Automotive Augmented Reality Market
- 8.5.3.Mergers, Acquisitions, and Joint Ventures in the Automotive Augmented Reality Market

9.COMPANY PROFILES OF LEADING PLAYERS

- 9.1.Continental
- 9.2.Denso
- 9.3.Garmin
- 9.4. Microvision
- 9.5. Nippon Seiki
- 9.6. Panasonic Automotive

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