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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:

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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

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Sensor fusion

AR HUD LDW (Lane Departure Warning)

Radar

Lidar

Image

Sensor fusion

Advanced AR HUD

Radar

Lidar

Image

Sensor fusion

Trends and Forecasts by Region [$M shipment analysis for 2018 t%li%2030]:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

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France

Asia Pacific

Japan

China

South Korea

India

The Rest of the World

Latest Developments and Innovations in the Automotive Augmented Reality Technologies

Companies / Ecosystems

Strategic Opportunities by Technology Type

Some of the augmented reality automotive companies profiled in this report include Continental, Denso, Garmin, Microvision, Nippon Seiki, and Panasonic Automotive.

This report answers following 9 key questions:

Q.1 What are some of the most promising and high-growth technology opportunities for the automotive augmented reality market?

Q.2 Which technology will grow at a faster pace and why?

Q.3 What are the key factors affecting dynamics of different technologies? What are the drivers and challenges of these technologies in automotive augmented reality market?

Q.4 What are the levels of technology readiness, competitive intensity and regulatory compliance in this technology space?

Q.5 What are the new technology developments in automotive augmented reality

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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?

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9.COMPANY PROFILES OF LEADING PLAYERS

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