

# **In-Car Entertainment (Ice) & Information System Market (2011-2016) Global Forecast & Analysis, By Oem & Aftermarket, By Products, By Applications**

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## **Abstracts**

**In-Car Entertainment (Ice) & Information System Market (2011-2016) Global Forecast & Analysis, By Oem & Aftermarket, By Products (Audio, Display, Gps, Software Platform, Service, Accessories), By Applications (Entertainment, Location Based Services, Communication)**

Conventional car entertainment was redefined by Entertainment (ICE) & Information system by having offered digital and internet radio. These radios offered unlimited music to customer from the external world. Before Entertainment & Information system entered the market, navigation system like Global Positioning System (GPS) was available to customer as an independent product. By integrating navigation system in ICE solution, the system, as a whole, has become all the more valuable. In-Car Entertainment & Information initially being an integral part of luxury cars is now emerging as a differentiable factor for the mid-segment cars. In-Car Entertainment & Information systems offer both entertainment and information services. Such a system replaces multiple products and offers enhanced user experience to the customer.

In Car Entertainment systems have been featured TV shows such as MTV's Pimp My Ride. In Car Entertainment has been become more widely available due to reduced costs of devices such as LCD screen/monitors, and the reducing cost to the consumer of the converging media playable technologies. Single hardware units are capable of playing CD, MP3, WMA, DVD. The term "car audio" is included in the term ICE, but "In Car Entertainment" can refer to video, games or GPS automotive navigation system as well, hence the difference.

The report deals with the current scenario of the ICE market. ICE started from the

products like radio. The other products such as multi track sound systems and navigation system were the latest additions to it. Now these products are integrated into one and termed as an ICE solution. It offers all the features like internet connectivity, navigation services, and communication applications like making and receiving calls via smart phone integration. The complete journey includes the various phases like introducing new products and revamping the existing one.

Traditionally, auto products are being sold through OEM and aftermarket. Like the other products, aftermarket plays an important role in sale of Entertainment & Information solutions. However, Entertainment (ICE) & Information products are likely sell more through OEM than aftermarket.

The report contains a detailed outline of the market related to ICE product and its applications. The report also highlights the future products (features likely to introduce in future) in Entertainment (ICE) & Information solution. Geographical segmentation of the ICE market into North America, Europe, Asia-Pacific, and Rest of the World has also been covered.

The ICE market is in the introduction phase and has a limited market size, but is expected to grow at higher rates like 29.9% and 29.3% in 2011 and 2012 respectively. Based on the present economic conditions and the optimistic future conditions, the overall market is expected to grow at a CAGR of 12.1% from 2011 to 2016.

Some of the prominent players of ICE System are Harman International (U.S.), Pioneer (Japan), JVC-Kenwood (Japan), Denso (Japan), Alpine (Japan) and Bosch (Germany). Some of navigation system and service providers are TomTom (The Netherlands) and Garmin (U.S.) Some of software (Platform) developers include Intel (U.S.), KPIT (India), Luxoft (Russia), and Nuance (U.S.) Some of ICE service providers are Aha – Harman (U.S.), and Meego (U.S.).

### **Scope of the report**

This In-Car Entertainment & Information System market research report categorizes the global ICE system market on the basis of them being used in different products, applications, geographical analysis; forecasting revenue, and analyzing trends in the market.

### **The global ICE market is segmented into:**

Products: Audio players, video display screen, navigation unit, communication and internet devices, accessories, rear seat entertainment, etc

Applications: Entertainment like radio, playing audio and video content through DVD and video screens. The major location based service navigation, for which GPS is an utmost important device. Communication through phone and internet is also an integral application, which is driving the growth of In-Vehicle Entertainment (ICE) & Information solutions.

Geographies: North America, Europe, Asia-Pacific (APAC), and Rest of the World (ROW)

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