

Night Vision System (NVS) and Driver Monitoring System (DMS) Market For Passenger Cars - by Geography - Trends and Forecasts 2014 - 2019

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Abstracts

Active safety systems in passenger cars are becoming more important consideration for consumers and car manufacturers. Active safety system plays a role in preventing accidents. Active safety system such as, night vision system and driver monitoring system respond at different instances to prevent the car from an accident. This technology is majorly installed in premium or luxury cars.

An automotive night vision system is a system to increase a vehicle driver's perception and seeing distance in darkness or poor weather beyond the reach of the vehicle's headlights thereby preventing accidents at night, whereas driver monitoring system is vehicle safety system which uses infrared sensors to monitor driver attentiveness. In most of the developed countries, night vision system and driver monitoring system installation is growing and in the developing countries night vision system and driver monitoring system is available only in luxury cars.

The major factor driving the demand of automotive night vision system and driver monitoring system are, increased safety awareness and sales of luxury car, technological advancement, affordability as well as institutions such as the New Car Assessment Program (NCAP) awarding safety ratings to cars based on safety performance. In the coming years, the increasing demand for premium cars in the European and Asia Pacific regions, mainly China, India and Japan, is expected to drive the market.

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