

Smart Highway Market by Technology (Intelligent Transportation Management, Intelligent Traffic Management, Communication, Monitoring), and by Display (Variable Message Signs, Digital Signage) - Global Forecast to 2019

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Abstracts

Smart highways have become the latest revolution in the transportation industry. This is due to the fact that unlike before the need of safe, reliable, congestion free, less travel time consuming and pollution free have gained prime importance. To fill the gap of inconvenience caused to the commuters, transport management companies have introduced many innovative technologies such as Electronic Toll Collection (ETC), Lane departure warning System (LDW), Variable Message Signs, and many more. Thus, the successful used case of all these technologies and solutions is gaining popularity in the highway market. However the major challenges faced by this market are inaccurate driver's information, inappropriate traffic flow due to the poor highway communication infrastructure. Other than this, lack of technical knowledge and training about the smart highway products is also hindering the growth of this market.

Highways are one of the important elements connecting the trade of inter-country industries. As the demand to travel for business, leisure and to find employment is increasing, transport infrastructure needs to meet demands of today and of future generations. Hence, the companies are coming up with technology and solutions to renovate highway networks, plan new highway projects, offer added capacity and utilize the optimum use of current infrastructure.

This report provides a detailed analysis of the markets for all the technology of smart highways such as intelligent transport management system, intelligent traffic management system, communication system and monitoring system; and services:

consultancy, managed services, and maintenance and operation services. It includes detailed analysis of smart highways displays such as variable message signs, digital signage, and others; deployments such as on-premise and on-cloud; as well as geographical split across the globe such as North America, Europe, Asia Pacific, Middle East and Africa, and Latin America. The report's strategic section sketches the competitive scenario in the smart highway market. The notable market players in this domain include Alcatel Lucent, Siemens AG, Indra, Kapsch AG, LG CNS and Xerox Corporation.

MarketsandMarkets expects Smart Highways market to grow from \$12,564.4 million in 2014 to \$27,992.0 million by 2019, at an estimated Compound Annual Growth Rate (CAGR) of 17.4% from 2014 to 2019. Asia-Pacific is the growing market for smart highways market, on the other hand Middle East and Africa is emerging as the next biggest market.

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