

Development of Leading IC Brands in Smart Vehicle Applications (pre-order)

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Abstracts

Due to growing maturity of IoV (Internet of Vehicles) and active safety technology such as advanced driver assistance systems, several leading IC brands have jumped on the bandwagon. Given the unique characteristics of the supply chain and strict requirements for safety and reliability in the automotive industry, most of these IC brands have chosen to work with leading carmakers to reduce entry barriers. Developing their own technology and ecosystems has thus become an important strategy for both parties. This report analyzes product development and strategies of leading brands, including Intel, Nvidia, Qualcomm, and MediaTek, in the smart vehicle market.

List of Topics

Development of four leading IC brands in smart vehicles, including Intel, Nvidia, Qualcomm, and MediaTek

Overview of the strategies of these IC brands' new product development that solve challenges and create opportunities

List of Companies

Audi

BMW

Bosch

Buggy TLC Rentals

Canoo

Champion Motors
Continental AG
Didi Chuxing Technology
Eonite Perception
Faraday Future
Ford
General Motors
Gett
Here
Intel
Lyft
MediaTek
Mercedes-Benz
Mobileye
Moovit
Nvidia
NXP
Optimus Ride
Pony.ai
Qualcomm
RATP
SAIC Motor
Telsa
TuSimple
Uber
Volkswagen
XPen Motors
Zoo

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