

Development Of Smart Automotive Electronic Control Units by Leading Chipmakers (pre-order)

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Date: March 2024

Pages: 28

Price: US\$ 2,000.00 (Single User License)

ID: DA8CAD3FD58DEN

Abstracts

With the burgeoning advancement of smart car-related technologies such as smart cockpits, connected vehicles, and advanced driver assistance systems (ADAS), automotive electronic control units (ECUs), which act as the brain of vehicles, are poised to enhance vehicle functionalities. In recent years, leading international chipmakers have delved into product development in this domain. Both traditional automotive chip manufacturers and emerging players in the information and communication chip sector have launched products tailored to diverse market segments while meeting the stringent safety and reliability standards of the automotive industry. This report explores the development landscape of automotive ECUs by major chipmakers, including Qualcomm, Nvidia, MediaTek, NXP, and TI.

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