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South America Visible Light Communication Market by Component (LED, IR Emitters, Image Sensor, Optocouplers) by Application (Indoor Networking, In-Flight Entertainment & Communication, Underwater Communication, Location-based Service, Intelligent Traffic System) by Geography (Brazil, Argentina) – Analysis and Forecasts to 2019

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Abstracts

The South American visible light communication market is projected to grow with a CAGR of 56% from 2014 to 2019. In 2014, this regional visible light communication market has a market share of 5.6% in the global visible light communication market. Increasing government funding in visible light communication technology and power efficiency of this technology are the major drivers for the growth of VLC market in South America.

In this report, the South America visible light communication market has been broadly classified by component, such as LED, IR emitters, image sensor, and optocouplers. The LED segment market is projected to grow with a CAGR of 61% from 2014 to 2019. LEDs are majorly used in devices, medical equipment, clothing, toys, remote controls, lighting, indicators & signs, optocouplers, and optoisolators.

The LED segment held the largest share of 47% of the VLC market in 2014, by component, followed by image sensors. The overall visible light communication market in this region was valued at $36.75 million in 2014, and is projected to grow with a CAGR of 56% from 2014 to 2019. The factors driving the growth of visible light communication market in South America are the increasing use of visible light communication technology in indoor networking, underwater communication, intelligent

traffic system, location-based services, and in-flight entertainment and communication.

Leading players in South American VLC market are growing exponentially with their breakthrough innovative offerings, thus making the competition more challenging. As of 2014 PureLi-Fi, ByteLight, OLEDCOMM, Nakagawa Laboratories, Inc., and LVX systems were active in this regional market. New product developments and partnerships, agreements, and acquisitions are the major strategies adopted by the market players to achieve growth in this market.

Customization Options:

Along with the market data, you can also customize the MMM assessments that are in accordance to your company's specific needs. Customize to get comprehensive industry standard and deep-dive analysis of the following parameters:

Product Analysis:

Usage pattern (in-depth trend analysis) of products (segment-wise)

Product matrix, which gives a detailed comparison of product portfolio of each company, mapped at country and sub-segment level

End-user adoption rate analysis of the products (segment-wise and country-wise)

Comprehensive coverage of product approvals, pipeline products, and product recalls

Data from Manufacturing Firms:

Fast turn-around analysis of responses from manufacturing firms regarding recent market events and trends

Opinions of various firms regarding different applications where visible light communication technology can be used

Qualitative inputs on macro-economic indicators as well as mergers &

acquisitions in each geography

Comparative Analysis:

Market data and key developments of top companies

Shipment/Volume Data:

Tracking the value of components shipped annually in each geography

Trend analysis of Application:

Application matrix, which gives a detailed comparison of application portfolio of each company, mapped in each geography

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