

# Smart Mirror Markets - 2013

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## Abstracts

The objective of this report identifies and quantifies the opportunities, challenges, and prospects for growth of smart mirrors. Specifically, it analyzes the capabilities of current and likely future smart mirror technologies and how these technologies may be deployed in both automotive and non-automotive applications.

### **Smart technologies covered in the report include the following:**

Self-dimming technology, which is further broken out into electrochromic and “other” self-dimming technologies in the automotive sector. Note that the “other” category includes such technologies as photochromic systems, thermochromic systems, and suspended particle devices. Also note that, because of the early stage of the market and because of the minimal penetration of self-dimming into non-automotive applications for smart mirrors, this category is not further broken out in the household/consumer, healthcare/medical, or advertising/marketing forecasts.

Self-cleaning technologies.

Self-repairing technologies.

Embedded electronics, which is further broken out (in the automotive sector forecasts only) into sensors, displays, cameras, and touch technology. Note that, because of the early stage of the market for non-automotive smart mirror applications, this category is not further broken out in the household/consumer, healthcare/medical, or advertising/marketing forecasts.

In addition, the analysis is carried out based on the four marketing factors shown above

and in the following four markets:

Automotive applications for smart mirrors;

Household and/or consumer applications for smart mirrors;

Healthcare and medical-related applications for smart mirrors, both in professional settings and in home healthcare settings; and

Retail and advertising applications for smart mirrors.

As usual, we provide eight-year forecasts for the various smart technologies for smart mirrors in these sectors, and the projections are developed in both volume and value terms.

In these forecasts, and in the report in general, we are principally concerned with the smart mirrors themselves and the relevant smart technologies (coatings, electronic systems, etc.) associated with them. Packaging and integration costs are not a focus of this report. In addition, all of the forecasts were developed in the context of important and relevant developments in the various sectors covered.

Although the primary goal of this report is to forecast the market for smart mirrors, we also examine how the new developments will influence the established players in smart mirror business, and how these firms are strategizing for these new opportunities. In addition, we review selected smaller firms that may become key players in the emerging multifunctional smart mirror field.

This report is international in scope.

## Contents

### **EXECUTIVE SUMMARY: OPPORTUNITIES FOR SMART MIRRORS**

- E.1 The Future of Automotive Mirrors
- E.2 Opportunities for an Emerging Smart Mirror Industry: Digital Mirrors
- E.3 Firms to Watch in the Smart Mirror Space
- E.4 Forecasting Methodology and Summary of Eight-Year Market Forecasts
  - E.4.1 Objective and Scope of the Report
  - E.4.2 Forecasting Methodology
  - E.4.3 Data Sources Used
  - E.4.4 Alternative Scenarios
  - E.4.5 Forecast Summary

### **CHAPTER ONE: TECHNOLOGIES FOR SMART MIRRORS**

- 1.1 Smart Materials for Smart Mirrors
  - 1.1.1 Current and Future Use of Electrochromic Technology for Smart Mirrors
  - 1.1.2 Other Self-Dimming Technology for Smart Mirrors
  - 1.1.3 Self-Cleaning Mirrors
  - 1.1.4 Self-Repairing Mirrors
- 1.2 Embedded Electronic Devices in Smart Mirrors
  - 1.2.1 Sensors
  - 1.2.2 Displays
  - 1.2.3 Cameras
  - 1.2.4 Touch Sensors in Smart Mirrors
- 1.3 Key Points Made in this Chapter

### **CHAPTER TWO: AUTOMOTIVE MARKETS AND MARKET FORECASTS FOR SMART MIRRORS**

- 2.1 The Evolution of Smart Auto Mirrors
  - 2.1.1 Improving Safety with Smart Auto Mirrors
  - 2.1.2 Improving Comfort with Smart Auto Mirrors
  - 2.1.3 Enhancing Automobile Design and Style with Smart Mirrors
- 2.2 Future Products and Likely Acceptance
- 2.3 Eight-Year Market Forecast of Smart Mirrors in Automotive Applications

### **CHAPTER THREE: SMART MIRRORS IN CONSUMER AND HOUSEHOLD**

## **APPLICATIONS**

### **3.1 Mirrors as Information Devices**

#### **3.1.1 Bathroom and Bedroom Applications for Smart Mirrors**

#### **3.1.2 Other Consumer Applications for Smart Mirrors**

### **3.2 Eight-Year Market Forecast of Smart Mirrors in Consumer and Household Applications**

#### **3.2.1 Analysis of the Addressable Market for Smart Mirrors in Consumer and Household Applications**

#### **3.2.2 Forecasts for Smart Mirror Technologies in Consumer and Household Applications**

## **CHAPTER FOUR: HEALTHCARE AND MEDICAL APPLICATIONS FOR SMART MIRRORS**

### **4.1 Products and Applications for Smart Mirrors in Healthcare and Medical-Related Markets**

#### **4.1.1 Professional Products**

#### **4.1.2 Personal Healthcare Products**

### **4.2 Eight-Year Market Forecast of Smart Mirrors in Medical/Healthcare Applications**

#### **4.2.1 Analysis of the Addressable Market for Smart Mirror Technologies in Medical/Healthcare Applications**

#### **4.2.2 Forecasts for Smart Mirror Technologies in Medical/Healthcare Applications**

## **CHAPTER FIVE: RETAIL AND ADVERTISING APPLICATIONS FOR SMART MIRRORS**

### **5.1 Smart Mirrors for in Retail and Advertising**

#### **5.1.1 Clothing Stores as a Target Market for Smart Mirrors**

#### **5.1.2 Smart Mirrors for Advertising in Businesses and Public Spaces**

### **5.2 Eight-Year Market Forecast of Smart Mirrors in Retail and Advertising Applications**

#### **5.2.1 Analysis of the Addressable Market for Smart Mirrors in Retail and Advertising Applications**

#### **5.2.2 Forecasts for Smart Mirror Technologies in Retail and Advertising Settings**

## **ACRONYMS AND ABBREVIATIONS**

## About

### ABOUT THE AUTHOR

## List Of Exhibits

### LIST OF EXHIBITS

Exhibit E-1: Drivers for Growth of Smart Mirrors

Exhibit E-2: Summary of the Smart Mirror Technologies Market 2013-2020 (\$ Millions)

Exhibit 1-1: Selected R &D Trends and Institutions in Self-Cleaning Glass

Exhibit 1-2: Selected Suppliers of Self-Cleaning Coatings

Exhibit 2-1: Comparison of Smart Mirrors from Gentex and Magna Mirrors

Exhibit 2-2: Analysis of the Market for Smart Mirror Technologies in Automotive Applications

Exhibit 2-3: Automotive Interior Rear-View Smart Mirrors by Technology 2013-2020

Exhibit 2-4: Automotive Exterior/Wing Smart Mirrors by Technology 2013-2020

Exhibit 2-5: Summary of the Market Value of Automotive Smart Mirror Technologies 2013-2020

Exhibit 3-1: Selected Examples of Smart Mirrors Concepts for the Home

Exhibit 3-2: Analysis of the Addressable Market for Smart Mirror Technologies in Consumer Goods 2013-2020

Exhibit 3-3: Smart Mirror Technologies in Consumer Goods 2013-2020

Exhibit 4-1: Selected Smart Mirror Concepts Targeted for Healthcare and Medical Applications

Exhibit 4-2: Selected Smart Mirror Concepts Targeted for Home Healthcare Applications

Exhibit 4-3: Analysis of the Addressable Market for Smart Mirror Technologies in Healthcare and Medical Applications 2013-2020

Exhibit 4-4: Smart Mirror Technologies in Healthcare and Medical Applications 2013-2020

Exhibit 5-1: Analysis of the Addressable Market for Smart Mirror Technologies in Retail and Advertising 2013-2020

Exhibit 5-2: Smart Mirror Technologies in Retail and Advertising Applications 2013-2020

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