The Connected Car Experience: Software, Apps, and Services

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Abstracts

This report continues Parks Associates' coverage of the connected car industry by examining the connected car software developer sector to highlight innovations and new consumer experiences that will come to new car models in the next five years. It hones in on software and apps that can be built on top of a car's embedded operating system, through mirroring technology from a smartphone, or via an aftermarket product. The report concludes with an update on Parks Associates' five-year forecasts of connected car sales in the U.S.

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