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Automotive Bring Your Own Device (BYOD) Market 2013-2018 - Smartphones & Tablets vs. Embedded Connected Car Systems

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Abstracts

Report Details

The global car industry is increasingly incorporating telematics into vehicle design, for the purpose of infotainment, safety, security and communications. Meanwhile consumer expectations are also evolving, forcing vehicle manufacturers to offer advanced connectivity systems in their cars and ensuring steady growth of demand. Government regulations for emergency assistance and for stolen vehicle tracking are speeding up the process of telematics adoption. We expect that by 2025 all cars will be connected in one way or another. As a consequence Visiongain has determined that the total revenue from the connected car market in 2013 will reach $21.7bn.

However, in-car connectivity can be achieved in a number of different ways - embedded in the car by the manufacturer or made possible with bring your own device (BYOD) solutions that promise to expand the revenue potential and adoption rates of smartphones, tablets and mobile operators. This report examines each connectivity type in detail forecasting both revenues and shipments from 2013-2018 of cars utilising each connectivity solution. For investors and potential ecosystem members this report will provide a timely and holistic look at how to position your company in this market in order to reap substantial revenues and market shares going forward.

Why you should buy the Automotive Bring Your Own Device (BYOD) Market 2013-2018: Smartphones & Tablets vs. Embedded Connected Car Systems

141 pages

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141 tables, charts, and graphs

Expert opinion informing the forecasting and analysis. View the full transcript of an exclusive interview with -

Broadcom

You will receive global BYOD vs. Embedded Connected Car market forecasts (revenue & shipments) between 2013-2018

Global BYOD vs. Embedded Connected Car revenue forecasts from 2013-2023

Global BYOD vs. Embedded Connected Car shipment forecasts from 2013-2023

You will find global BYOD vs. Embedded Connected Car submarket forecasts (revenue & shipments) between 2013-2018

Global embedded solution revenues

Global embedded solution shipments

Global tethered solution revenues

Global tethered solution shipments

Global integrated solution revenues

Global integrated solution shipments

Global smartphone shipment forecast

Global tablet shipment forecast

Regional BYOD vs. embedded connected car forecasts (revenues & shipments) between 2013-2018

North America smartphone shipment forecast

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17 leading BYOD & connected car companies are identified and profiled. Information is provided on recommended vendor and manufacturer strategies for succeeding in the connected car space

Airbiquity

Apple

BMW

Broadcom

Chrysler

Daimler

Ford

General Motors

Honda

Hughes Telematics

Mahindra Satyam

OnStar

Qualcomm

Sierra Wireless

Toyota

WirelessCar

Volkswagen

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A SWOT analysis of the connected car market

What makes this report unique?

Our reports have a unique blend of primary and secondary sources providing informed opinion. This approach allows insight into the key drivers and restraints behind market developments, as well as identifying the leading technology issues. The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global, submarket and regional markets forecasts from 2013-2018 - all highlighting strategic business opportunities.

You can order this report today

Gain an understanding of how to tap into the potential of this market by ordering Automotive Bring Your Own Device (BYOD) Market 2013-2018: Smartphones & Tablets vs. Embedded Connected Car Systems
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COMPANIES LISTED

AB Volvo
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Agilent
Airbiquity
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Telenor Conexxion
TeliaSonera
T-Mobile
Tomtom
Toyota Motor Corporation
Verizon Wireless
Volkswagen AG
Volvo
Wavecom
Wipro Technologies
WirelessCar
Yazaki

GOVERNMENT AGENCIES AND OTHER ORGANISATIONS MENTIONED IN THIS REPORT

Connected Car Forum (CCF)
Cooperative Vehicle Infrastructure Systems (CVIS)
GSMA: Group Special Mobile Association
OPEN Alliance
GENIVI Alliance

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List Of Charts

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About

Leading Companies in the Connected Car Market

This chapter profiles some of the major companies in the connected car market. The connected car market is still in its infancy and OEM embedded telematics are therefore relatively expensive. As a result some of the largest carmakers do not yet offer connectivity in their cars. As a result the connected car market is constantly changing. This chapter will therefore attempt to show a representative sample of what are currently the major companies, rather than an exhaustive one. We have endeavoured to ensure that all information was accurate at the time when our research was undertaken.

Airbiquity's Role in the Connected Car Market

Airbiquity is a software company that provides the connected vehicle infrastructure for more than 16 million vehicles worldwide. Their platform brand, Choreo, provides services and connectivity for large players in the connected car market such as Ford, Nissan, Bosch, Motorola, BMW and GM's OnStar. Airbiquity has a strong focus on integrating mobile devices and cloud storage into vehicles. The company sees this as the most reliable and cost-efficient way to get wireless connectivity into the vehicle and therefore will push the BYOD market forward. The Choreo platform is also strongly focused on creating OEM value from connected vehicles. This value comes primarily from remote diagnostics where the vehicle itself provides feedback to the manufacturer.

Airbiquity's Future Outlook

Airbiquity is currently expanding its role in the electric vehicle (EV) telematics market. It is currently responsible for the in-vehicle web portal and telematics application of Nissan's electric Leaf model. Strong growth in the EV market in combination with an already well-established position in the connected car market will continue to strengthen Airbiquity's position in the telematics market.

Expert Opinion – Broadcom

In Q3 2013 visiongain conducted an exclusive interview with Tim Lau, Associate Product Line Director of Broadcom's automotive Ethernet business. Below is a transcript of this interview.

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Broadcom in the Connected Car Space

Visiongain: Can you tell us a little bit about Broadcom's work in the connected car space?

Tim Lau: Broadcom is a leader in communications technology both from a wired and wireless perspective. We participate in the home, handheld and infrastructure marketplace, with communication technologies such as wireless, Bluetooth, Ethernet and others.

Our belief is that the connected car is becoming very real and we can leverage many of our existing communication technologies for the automotive space. Ethernet is ubiquitous in the consumer, enterprise and service provider spaces and yet it has never really been used in an automotive environment except for one very niche application which is OBD (on board diagnostics). The reason for that was, primarily because of the very strict EMC immunity and emission requirements for automotive in-vehicle networking.

Keeping this in mind, Broadcom developed a technology called BroadR-Reach, which is essentially the ability to send and receive data simultaneously over a single pair of unshielded twisted pair cables, and to still be able to meet all of the automotive EMC quality and reliability standards. This has opened the doors to very high bandwidth networking applications, if you consider using BroadR-Reach as a networking technology.

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