

2010 Automotive Infotainment Semiconductors

Automotive Markets Service



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Susie Inouye

Myson Robles-Bruce

Matt Scherer

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Reno, NV 89523

Phone: 775.624.6200

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Abstract

Without a doubt, the global financial crisis had a massive negative impact on automotive markets around the world as consumers held off on new car purchases. This forced many of the world's leading automakers to restructure or downsize their businesses and forced some, such as GM and Chrysler, into Chapter 11 bankruptcy.

The automotive electronics market is continually driven by numerous factors including: longer vehicle life, increasing global competition, demands for increased safety systems, the need for greater fuel efficiency, and growing demand for new in-vehicle entertainment devices. In all cases, these trends are increasing automotive electronics density and complexity, which lead to higher levels of components integration and more silicon content. So as the number of components increases, space requirements are shrinking. Efficiency thus becomes more critical.

Information and entertainment systems or “infotainment” include all devices in automobiles used for instrumentation, entertainment, navigation, and wireless communications. This is a rapidly growing market as consumers continue to demand in DVD players, MP3 player interface, digital radio, mobile phone connectivity and real-time navigation systems which are now often present in even mid-priced vehicles and is expanding into nearly all new vehicle designs.

In 2010, Databeans projects that total automotive infotainment semiconductor revenue will reach \$3.4 billion in sales and 14.4 billion units shipped worldwide. Over the next five years automotive infotainment will keep pace with the automotive semiconductor market as a whole, growing 8 percent annually in sales and 9 percent in shipments until 2015.

This study is available through individual report purchase for **\$2,500.00 USD**, or available at a discounted rate through our **Total Technology Service**, and the **Automotive Market Service**. For our subscription service subscribers, all of our research is backed by a coverage guarantee meaning if you purchase a report and need additional information, our analysts are available to continue the analysis, customized to your organization's needs.

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Publication Number: 10AUTO-Infotainment
Research Analyst: Susie Inouye
✉ sinouye@databeans.net
Research Analyst: Myson Robles-Bruce
✉ myson@databeans.net
Research Analyst: Matt Scherer
✉ matt@databeans.net
