



IHS TECHNOLOGY

# Automotive Technology

Insights and analysis, from automotive  
semiconductors to ground-breaking vehicle  
technologies.



Automotive Technology



## Research Type Description

### **INTELLIGENCE SERVICES**

Real-time access to continually updated market data and forecasts, analyst insights, topical research reports, and analyst presentations. Interactive visual charting of data is available through an online portal (TRAX).

### **REPORTS**

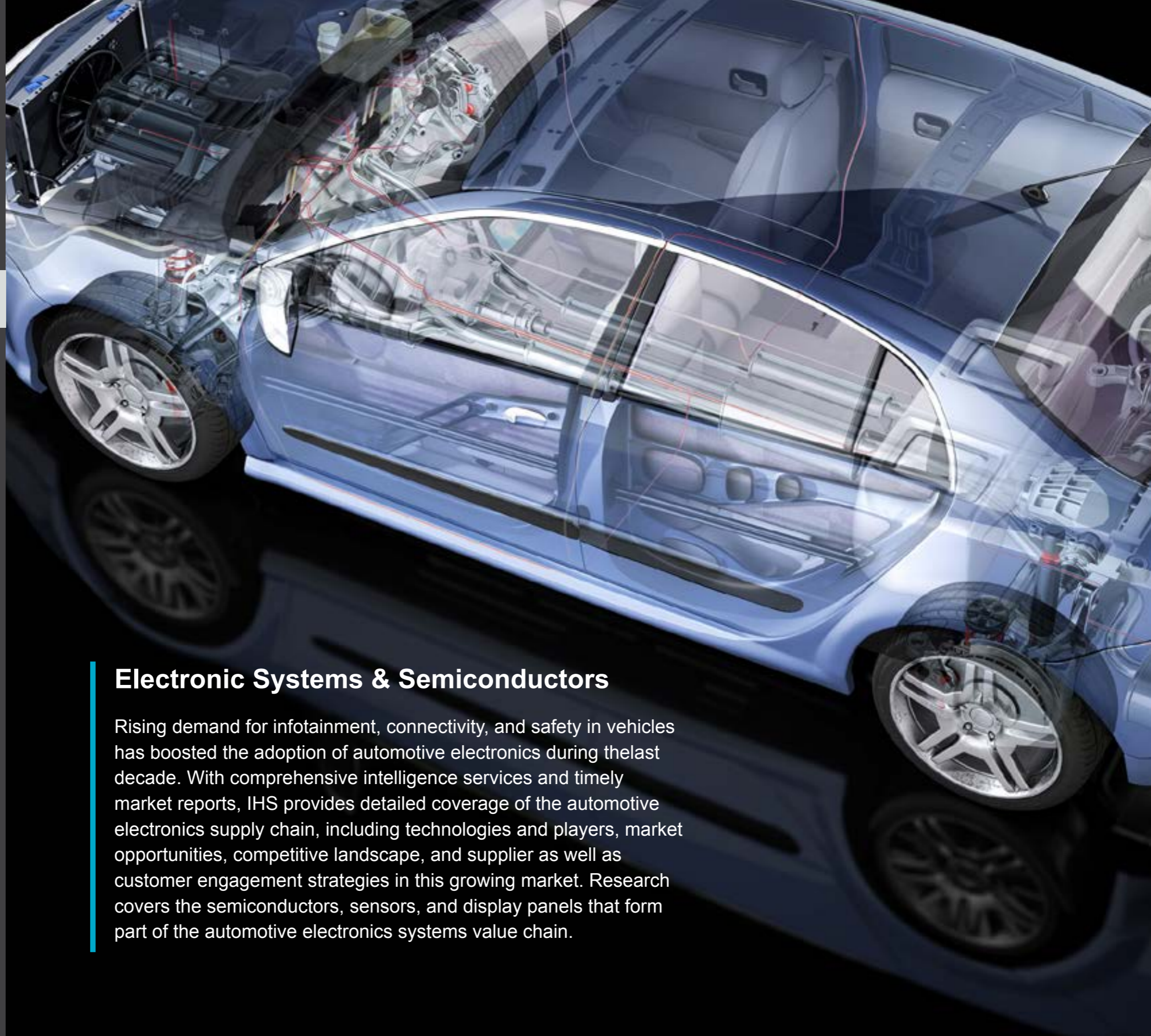
Topical reports addressing key focus areas with in-depth analysis on market and technology trends.

### **MARKET TRACKERS**

Regular periodic analysis and forecasts designed to provide timely visibility into relevant market and technology trends.

### **CUSTOM & CONSULTING**

Meaningful analysis and action-oriented recommendations for custom cases and consulting, building on extensive IHS data and recognized industry expertise.



## Electronic Systems & Semiconductors

Rising demand for infotainment, connectivity, and safety in vehicles has boosted the adoption of automotive electronics during the last decade. With comprehensive intelligence services and timely market reports, IHS provides detailed coverage of the automotive electronics supply chain, including technologies and players, market opportunities, competitive landscape, and supplier as well as customer engagement strategies in this growing market. Research covers the semiconductors, sensors, and display panels that form part of the automotive electronics systems value chain.



## Electronic Systems & Semiconductors

### **AUTOMOTIVE OEM & TIER 1 ELECTRONICS INTELLIGENCE SERVICE**

Continually updated coverage of the global automotive electronics market, including intensive research on the semiconductor and sensor technologies used in automotive applications. Includes Plus: competitive analyses of the top semiconductor and Tier 1 suppliers, as well as along with a roadmap of the electronic systems and architectures to be used in vehicles in the next 10 years.

[Learn more](#)

### **AUTOMOTIVE SENSORS INTELLIGENCE SERVICE**

Substantive research on sensor technology used in the automotive industry. Over 120 applications are addressed by technology, measurement type, and insertion point. Coverage also includes detailed reporting on the supply chain for suppliers as well as Tier 1 and Tier 2 levels.

[Learn more](#)

### **AUTOMOTIVE SEMICONDUCTOR INTELLIGENCE SERVICE**

Complete examination of the semiconductor market for automotive electronics, including shipments, revenues, and ASP forecasts of more than 300 key semiconductor device categories, along with competitive analysis of top suppliers and purchasers. Also includes a 10-year automotive electronics roadmap.

[Learn more](#)

### **AUTOMOTIVE DISPLAY MARKET TRACKER**

Quarterly data and analysis of the global market for automotive displays, categorized by unit, area, value, and average-selling price, with details on applications, technologies, display sizes, and pixel formats. Also provided are key market trends and insights into the automotive supply chain, including Tier 1 display system integrators.

[Learn more](#)



## Electronic Systems & Semiconductors

### **AUTOMOTIVE TOUCH PANEL MARKET REPORT**

Annual comprehensive analysis of look into the technologies and trends that influence the adoption of touch panels in automobile designs worldwide. The report also includes Plus: a special analysis of the Japanese market and , all aspects of the current touch technologies, plus alongside those being considered for future automotive applications.

Also included is market historical and forecast analysis categorized by technology, sensor type, size, maker, and ASP.

[Learn more](#)



## Cost Management

In a highly competitive environment, market share may no longer be the best indicator of future success. Companies must also keep the cost structures of products in mind to stay profitable and maintain competitive advantage. Alternatively, bringing a new product to market requires complete and factual benchmark data essential to product viability. IHS Technology offers powerful tools to help companies in automotive-related industries to track and measure the BOM electronics costs of today's vehicles.



## Cost Management

### TEARDOWN - AUTOMOTIVE INTELLIGENCE SERVICE

Complete and detailed analysis of all electronic, electro-mechanical, and mechanical components of today's cars. Each analysis includes annotated digital photos of all sub-assemblies, including printed circuit boards with manufacturers' names and part numbers, highlighting component type, and function. Also included offered are is a complete cost list of all components, as well as a summary cost analysis of the top cost drivers and by assembly, function, and component type. The service provides all historical aAutomotive tTeardowns and a minimum teardown of 12 devices per year.

[Learn more](#)

### DISPLAY COST MODEL

Extensive coverage of panel cost structure, forecasts, and profitability of panels used in automotive displays. The simulation-enabled parametric cost model offers users flexibility to generate different forecasts based on their own data inputs and assumptions. Parameters such as component costs, panel prices, panel yield, and fab utilization can also be changed to fine-tune costs, reflecting actual panel conditions.

[Learn More](#)

### AUTOMOTIVE ELECTRONICS PROCUREMENT INTELLIGENCE SERVICE

Close tracking of automotive electronics from the procurement side, including component pricing, supplier market shares, and purchasing power of Tier 1 companies. Also provides price forecasts for more than 300 key electronic ICs and sensors as well as detailed analysis of the supplier landscape and Tier 1 spending habits by 5 automotive domains and 36 electronic systems.

[Learn more](#)



## Connected Car

IHS Technology is the world's leading source of research and analysis in the technology, media, and telecommunications industries—an exceptional vantage point for wide-ranging coverage and deep, insightful examination of the Connected Car ecosystem. From the enabling hardware in the car to the services they use and to the key stakeholders involved in the space, IHS Technology is in a unique position to identify both optimal connection points as well as the greatest risks and opportunities for automotive companies in the new and exciting era of the Connected Car.







## Connected Car – Enabling Hardware

### **SMARTPHONE INTELLIGENCE SERVICE**

Essential analysis for the smartphone market, including historic data and market forecasts. Also offers granular data on smartphone shipments by OEM and global handset shipments by model, as well on the active installed base of smartphones categorized by feature, model, and component vendor.

[Learn more](#)

### **MOBILE TECHNOLOGY INTELLIGENCE SERVICE**

Deep coverage of market strategies in both smartphone and mobile data packages. Includes timely updates on smartphone adoption as well as LTE network rollouts and spectrum auctions. Also provides country-level smartphone with the latest market data and forecasts to help drive your mobile strategy.

[Learn more](#)

### **WEARABLE TECHNOLOGY INTELLIGENCE SERVICE**

Extensive insights into the wearables market, leveraging expert IHS research in consumer electronics, critical communications, industrial automation, medical devices, power, and sports and fitness.

[Learn more](#)

### **IOT CONNECTIVITY INTELLIGENCE SERVICE**

Comprehensive research on the connectivity technologies used for the Internet of Things (IoT), covering more than 25 connectivity technologies in 34 IoT application segments.

[Learn more](#)

### **M2M INTELLIGENCE SERVICE**

Complete M2M market intelligence, including up-to-date forecasts and detailed reports on key market topics and trends. Insights guided by IHS' end-to-end mobile perspectives across the entire telecoms market.

[Learn more](#)



## Connected Car – Services

### **MOBILE MEDIA INTELLIGENCE SERVICE**

“Must-have” analysis of the business models transforming the digital world, including apps, app stores, messaging, games, music, and video. Also provides the value-added service strategies of key players, such as operators and smartphone makers, over-the-top start-ups, and established media companies.

[Learn more](#)

### **MOBILE LOCATION INTELLIGENCE SERVICE**

Wide-ranging examination of the innovations occurring in mobile location-based services. LBS continues to transform the traditional navigation space as well as the entire mobile industry—especially with LBS creating new types of analytics data and fresh business models for advertising, mobile games, and mCommerce.

[Learn more](#)

### **ADVERTISING INTELLIGENCE SERVICE**

A holistic and global view of a rapidly evolving advertising and marketing landscape. Covering over 60 countries and companies, the service offers accurate, continually updated market data, forecasts and reports for all advertising segments including TV, print, out-of-home, cinema, online, and mobile.

[Learn More](#)



## Connected Car – Stakeholders and Key Care-about

### DATA CENTER NETWORKS INTELLIGENCE SERVICE

Global, in-depth coverage of data center network equipment used by enterprises as well as cloud and telecom service providers. Includes coverage of data center Ethernet switches, application delivery controllers, WAN optimization, Ethernet switches sold in DC bundles, SAN equipment, and converged DC network equipment.

[Learn more](#)

### CLOUD ENTERPRISE SERVICES INTELLIGENCE SERVICE

Global, in-depth coverage of off-premises cloud services, cloud service providers, and enterprises that use the cloud for IT infrastructure and applications. Coverage includes: Infrastructure as a Service (IaaS), Cloud as a Service (CaaS), Platform as a Service (PaaS), and Software as a Service (SaaS).

[Learn more](#)

### CYBERSECURITY REPORT (NORTH AMERICA & EMEA)

In-depth analysis of the rapidly growing cybersecurity market from a regional as well as vertical market perspective. Includes competitive environment analysis and end-user surveys to provide insights on the requirements, budgeting needs and challenges of implementing cybersecurity in different vertical markets.

[Learn more](#)



## IHS Automotive

Complementary to IHS Technology's automotive research with five solution services that provide insight and analysis on game-changing technologies to help clients stay abreast of the latest developments in automotive technology.

- Services, Apps and Software Service
- Infotainment Service
- Autonomous Driving Service
- User Interface and Experience Service (formerly the HMI/Usability Portal)
- E-Mobility Service (formerly the Hybrid-EV Portal)



## IHS Automotive

### **SERVICES, APPS AND SOFTWARE SERVICE**

Provides users with concise evaluations and forecasts of infotainment operating system (OS) platforms, apps integration via smartphones and infotainment systems, apps categories, and the latest developments of relevant players.

[Learn more](#)

### **INFOTAINMENT SERVICE**

Provides insight, context, data, and analytics for the rapidly growing and evolving automotive infotainment market. Users can quickly access key insights from market developments, put context around events and technological trends, dive into deep data and forecasts, and seamlessly drive analytics to support their most challenging decisions.

[Learn more](#)

### **AUTONOMOUS DRIVING SERVICE**

Provides insight, context, data and analytics for the ADAS market right through to the cutting edge of mobility, autonomous driving. Users can quickly access key insights from market developments, put context around events and technology trends, dive into deep data and forecasts, and seamlessly drive analytics to support their most challenging decisions.

[Learn more](#)

### **USER INTERFACE AND EXPERIENCE SERVICE (FORMERLY THE HMI/USABILITY PORTAL)**

Provides insight, context, data, and analytics for the HMI and user-experience technologies and best practices in HMI design and implementation. Clients can quickly access key insights from market developments, put context around events and technological innovations, dive into deep data and forecasts, and seamlessly drive analytics to support their most challenging decisions.

[Learn more](#)

### **E-MOBILITY SERVICE (FORMERLY THE HYBRID-EV PORTAL)**

Provides insight, context, data, and analytics for the transition to an electrified powertrain and associated infrastructure. Users can quickly access key insights from market developments, put context around events and technological trends, dive into deep data and forecasts, and seamlessly drive analytics to support their most challenging decisions.

[Learn more](#)



## Contact Us

### FOR MORE INFORMATION

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### ABOUT IHS (WWW.IHS.COM)

IHS (NYSE: IHS) is the leading source of insight, analytics and expertise in critical areas that shape today's business landscape. Businesses and governments in more than 140 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs nearly 9,000 people in 33 countries around the world.

