



Automotive Infotainment OS 2017 Global Market Expected To Grow At CAGR 16.75% And Forecast To 2021

The analysts forecast the global automotive infotainment OS market to grow at a CAGR of 16.75% during the period 2017-2021.

PUNE, INDIA, January 13, 2017 /EINPresswire.com/ -- [Global Automotive Infotainment OS Market](#)

Automotive infotainment is a combination of in-vehicle entertainment and information and includes in-vehicle navigation, audio, video, as well as internet connectivity. The system is embedded with mobile navigation systems, telematics systems, and video systems. These systems are based on an operating system. An operating system (OS) is an integral part of a system as it acts as an interface between user and the hardware components. The OS acts as the base of operations for many software components like middleware and automotive firmware to enable the required functionalities in the infotainment system.

Covered in this report

The report covers the present scenario and the growth prospects of the global automotive infotainment OS market for 2017-2021. To calculate the market size, the report considers annual shipment of units. In terms of regional market size, regional shipment data has been considered.

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The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The Global Automotive Infotainment OS Market 2017-2021, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- BlackBerry
- Green Hills Software
- Alphabet
- Microsoft
- Wind River Systems

Other prominent vendors

- Continental Corp.
- Mentor Graphics Inc.
- MontaVista Software

Market driver

- Development of open-source and standardized platforms for application and middleware development
- For a full, detailed list, view our report

Market challenge

- Different product life cycles for smartphones and embedded infotainment systems
- For a full, detailed list, view our report

Market trend

- Virtualization software to enable infotainment SoCs to host multiple OS
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2021 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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Table of Contents -Major Key Points

PART 01: Executive summary

PART 02: Scope of the report

- Market overview
- Report coverage
- Top-vendor offerings

PART 03: Market research methodology

- Research methodology
- Economic indicators

PART 04: Introduction

- Key market highlights
- Evolution (digital transformation) of car audio and radio
- Infotainment services
- Product life cycle of infotainment OS

- Infotainment software platform
- Infotainment OS value chain

PART 05: Market landscape

- Market overview
- Open source vs proprietary OS
- Smartphone integration platforms
- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by product

- Automotive infotainment market by QNX
- Automotive infotainment market by Microsoft
- Automotive infotainment market by Linux
- Automotive infotainment market by others

PART 07: Market segmentation by geography

- Automotive infotainment OS market in EMEA
- Automotive infotainment OS market in Americas
- Automotive infotainment OS market in APAC

PART 08: Market drivers

- Development of open-source and standardized platforms for application and middleware development
- Rising demand for smartphone integration with IVI systems
- Increased adoption of infotainment systems in mass-produced vehicles
- Integration of infotainment with other on-board systems

PART 09: Market challenges

- Different product life cycles for smartphones and embedded infotainment systems
- Rising complexity in design
- Distraction for drivers
- Growing concerns about data security
- Difficulty in content prioritization

PART 10: Market trends

- Virtualization software to enable infotainment SoCs to host multiple OS
- Reduced dependence on smartphones for applications
- Over-the-air (OTA) updates for embedded infotainment systems
- Adoption of media-oriented systems transport (MOST) technology to simplify system upgrades and prolong the life cycle of embedded infotainment
- Predictive analytics in infotainment systems

PART 11: Vendor landscape

- Competitive scenario

- Other prominent vendors

PART 12: Key vendor analysis

- BlackBerry Inc.(QNX)
- Green Hills Software Inc.
- Alphabet Inc.
- Microsoft Corp.
- Wind River Systems Inc.

PART 13: Appendix

- List of abbreviations

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