TECHNOLOGY, MEDIA & TELECOM ABSTRACT

Automotive Touch Panel Market Report – 2017
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The industry’s most extensive analysis of this dynamic market from a technological and vertical market perspective. The Automotive Touch Panel Market Report offers a comprehensive analysis of touch module market forecasts on automotive applications, technologies, and industry trends. The report introduces the latest critical technical dynamics such as touch sensors, cover lens and optical adhesives, specifically required for automotive touch. The report also analyzes automotive touch panel industry and the unique business models including tier-one and supply chain relationships.

ACTUALS AND FORECAST

Frequency, Time Period
Annual update

Measures
- Units by technology, substrate, structure, structure sub-category, and size
- Revenue by technology, substrate, structure, structure sub-category, and size
- Module ASP by technology, substrate, structure, structure sub-category, and size
- Makers’ historical shipments by maker, region, technology, structure, and size

VERTICAL MARKETS COVERED
- Automotive touch panel
- Key materials: cover lens, surface treatment, and adhesive
- Automotive OEMs
- Tier-one suppliers

TECHNOLOGIES COVERED
- Touch panels for automotive
  - Touch technology
  - Sensor structures and materials
  - Touch display sizes
  - Cover lens materials
  - Curved cover lens form factors
  - Adhesive materials for bonding
  - Module makers
  - Business model and supply chain analysis
- Synergy with automotive touch
  - Smartphone docking and OS platforms
  - Gesture sensing
  - Voice recognition

Key Issues Addressed
- Automotive touch module market trends and forecast
- Market factors and challenges to drive future growth
- Touch technology materials adoption and evolution trends
- Supply chain and ecosystem
- OEMs and tier-one makers’ adoption concerns and policy
- Vehicle models and adoption

Applicable To
- Automotive OEMs and tier-ones
  - Product marketing managers
  - Procurement managers
- Display panel suppliers
  - Product marketing and planning managers
  - Marketing intelligence managers
- Touch module makers
- Touch panel materials and component suppliers
- Investment community
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Executive Summary

Automotive touch key components
- Touch sensor
- Cover lens
- Adhesive
- Touch controller IC
- Major requirements

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- Touch screen size trend
- Form factor trend and number of display
- Sensor structure trend

Market forecast analysis
- Overall automotive touch market
  - By technology
  - By sensor structure
  - By module size
  - By module ASP
  - Touch makers

Key materials update
- Cover lens
- Surface treatment
- Bonding adhesive

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- Major module maker capacity and business
- Automotive touch panel business status of major suppliers
- Automotive touch panel industry by region
- Display companies

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- Automotive HMI methods
- Display-based HMI
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- Touch sensing technology
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- Embedded sensor structures
- New sensor material trends

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