

# Automotive Display Intelligence Service

A comprehensive guide to track the automotive display market including macro-environment, design and technology trends, supplier's business performance, value chain, business models, and market dynamics.

## Key questions addressed

- How are the automotive megatrend C.A.S.E (connected, autonomous, shared, electrified) impacting the automotive display industry in the short and long-term?
- How will the key players in the display supply chain capture business opportunities and cope with the challenges?
- What are the current display technologies and which display technologies will likely be adopted by automotive?
- What are the automotive makers' interior design trends and the requirements for automotive displays? How will the supply chain bring those concepts to reality?
- Who are the leading players in the market and who are the rising stars? What are their business models, strategies, etc.? Who are their supply chain partners?

## Deliverables

### Market Trackers:

- Automotive Display Market Tracker (quarterly)
- Automotive Design and Technology Market Tracker (semi-annually)

### Market database in Excel

- Automotive Display Market Tracker - Pivot – Historical (quarterly)
- Automotive Display Market Tracker - Pivot – Forecast (quarterly)
- Automotive Display Tracker - Supply Chain (quarterly)

### Industry reports

- Flash reports covering automotive display events and analysis of industry news in between the larger quarterly updates. Delivered in PDF article format.
- Presentations, insight articles, event reports - Internal and external presentations as well as Display Dynamics articles posted throughout the year

**Analyst access** - For prompt responses to urgent and unique questions.

# Market Tracker

## Automotive Display

Application market, supplier's competitive landscape, and tier one/OEM supply chain dynamics; delivered quarterly

### RESEARCH FOCUS

- In-depth key automotive display panel application specifications (size, resolution, technology, ASP, PPI)
- Comprehensive analysis about tier 2 (panel suppliers) suppliers' business situation, technology development and capabilities.
- Analysis of the tier 1's and car makers' display panel sourcing strategies

### DELIVERABLES

- Historical and +2 quarter rolling by display makers database Long term forecast database
- Panel shipment supply chain database
- Quarterly finding report

### CONTENTS

#### Automotive Display Market short-term and long-term analysis (quarterly update)

- Instrument Cluster Display
- Head Up Display
- Center Stack Display
- Rear Seat Entertainment Display
- Rear View Mirror Display
- Other Monitor Display
- Whom supplies whom: supply chain review

#### Tier one's Supply Chain and Sourcing Strategies Analysis (semi-annually update)

- Alpine
- Bosch
- Continental Automotive
- Denso
- Panasonic
- LG VC
- Hyundai Mobis
- Nippon Seiki
- Visteon

#### Panel Suppliers' Competitive Landscape Analysis (semi-annually update)

- Corporate financial performance
- Business performance
- Product portfolio
- Customer coverage
- Capacity and technology strategies

#### Panel supplier automotive business review (quarterly update)

- AU Optronics (AUO)
- BOE
- CPT
- Giantplus
- Innolux
- Japan Display Inc. (JDI)
- LG Display (LGD)
- Sharp Display (Sharp)
- Tianma
- Truly

#### Automotive displays at major tradeshow

- Key tradeshow at the research period

# Market Tracker

## Automotive Display Design and Technology

Analysis of automotive display technology development roadmap; delivered semi-annually

### RESEARCH FOCUS

- Identify and explain the major trends that drive the automotive cockpit design and development changes and how will those changes impact the automotive display industry.
- Aims to draw the automotive display panel development roadmap and deep-dive the major display technology development status by analyzing the technology performance, supply chain ecosystem, and affordability.
- Tracks the latest trends in display panel technologies adopted by concept cars and mass production cars while exploring new use cases and concepts of display-based HMI.

### DELIVERABLES

- Over 100 pages of power point slides for in-depth design and technology analysis
- Over 15 new or concept car models analysis in Excel

### CONTENTS

#### Automotive cockpit design and development trends

- 1H 2019
  - > Automotive industry and display development stage
  - > Cockpit domain controller: the auto display game changer
  - > The Future of HMI: from Innovation to multi-mode Design
- 2H 2019
  - > Consumer electronic display and automotive supply chain ecosystem analysis
  - > Future consumer electronic display development trends
  - > AR/VR, projection display development trends

#### Automotive display design and technology development analysis

- 1H 2019
  - > Benefits and demand status
  - > Supply chain readiness status
- 2H 2019
  - > Pricing/cost trends
  - > Supply chain readiness status

#### Automotive display design and technology showcases

- 1H 2019
  - > CES 2019
  - > Japan Automotive World
  - > Geneva Auto Show
  - > Paris Moto Show
  - > Shanghai Auto Show
- 2H 2019
  - > CES Asia
  - > MWC Shanghai
  - > IAA Cars Frankfurt
  - > Tokyo Moto Show

# Industry Reports

More than ever, the automotive display industry is undergoing rapid changes. The Industry Reports are designed to give clients prompt updates and insight around automotive displays.

## DETAILS

### Objective

- Quick summary of the report key findings
- In-depth analysis of industry hot topics
- Industry hot topic comments and indications

### Coverage

- Panel suppliers' performance, strategies, activities, etc.
- Show review highlights
- Supply chain dynamics
- Car OEM's activities
- Tier ones' activities

## TOPICS

- Automotive display market review and outlook (short-term)
- Automotive display market long term analysis
- Panel suppliers' business review and business directions
- Panel suppliers competitive landscape analysis
- Emerging display technology development status, including OLED, LTPS, micro-LED, mini-LED backlight, AR/VR, etc.
- Display performance development status update, including resolution, brightness, contrast ration, local dimming, wide color gamut
- Display design development status update, including long & wide display, curved, freeform, slim boarder, transparent, 3D, etc.
- Display interaction features development updates, including embedded touch (on-cell/in-cell), biometric recognition, bottom on display, etc.
- Tier one's automotive display business review and outlook
- OEM's automotive display strategy analysis