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.
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

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 tradeshows
• Key tradeshows at the research period

DELRIVERABLES

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