
Description: About automotive infotainment
Conventional vehicle entertainment systems comprised radios, cassette players, and CD players. However, advances in technology and growing demand for personalized entertainment, navigation, and connectivity have led to the advent of infotainment systems. Automotive infotainment systems are an amalgamation of information and entertainment systems. Infotainment systems are a combination of software and hardware devices installed in automobiles to provide audio and video content. These systems are equipped with in-vehicle navigation devices; Internet and Wi-Fi-connectivity; audio and video systems; display screens; and telematics.

The report forecasts the global automotive infotainment market to grow at a CAGR of 14.82% over the period 2014-2019.

Covered in this report
The report covers the current scenario and growth prospects of the global automotive infotainment market for the period of 2015-2019. To calculate the market size, we considered revenue generated through sales of in-vehicle entertainment and information systems by OEMs and in the aftermarket.

The market is segmented based on operating systems into:
- Linux
- QNX
- Microsoft
- Other OS (such as Android and iOS)

The report, Global Automotive Infotainment Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, APAC, and EMEA; it also covers the landscape of the global automotive infotainment market and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key regions
- Americas
- APAC
- EMEA

Key vendors
- Alpine Electronics
- Continental
- Denso
- Harman International
- Panasonic
- Pioneer

Other prominent vendors
- Airbiquity
- Aisin Seiki
- Apple
- Audi
- BMW
- Clarion
- Daimler
- Ford Motor
- Fujitsu-Ten
- Garmin
- GM
- Intel
- JVCKENWOOD
- Kia Motors America
Market drivers
- Innovations in OS market
- For a full, detailed list, view the full report

Market challenges
- Infotainment systems out of sync with drivers’ smartphones
- For a full, detailed list, view the full report

Market trends
- Connected Car: Blue Ocean strategy
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2019 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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