Global Automotive Voice and Speech Recognition System Market 2016-2020

Description:
About the Global Automotive VR Systems

The VR systems, which we know today, featuring advanced speech recognition, emerged in the automotive domain in 2004-2005. One of the first vehicles to release it was Honda Acura RL, wherein the system was a part of the standard equipment. Honda also offered the VR system in its Acura MDX and Odyssey models as optional equipment.

The Honda VR system was based on the IBM-embedded ViaVoice software, which was used to jointly develop the system by the two companies. The system was designed to access the majority of the in-car navigation system with voice inputs by the user. There were more than 700 commands and millions of city and street names, which were built into the system.

However, this was not the first VR system; earlier, Mercedes-Benz had come up with a rudimentary system (used only to operate the on-board telephone) back in 1996. It did not take off during those early years, mostly due to the limited nature of consumer exposure (Mercedes only offered it in the S and CL Classes), as well as because the technology was still in its infancy.

The analysts forecast the global automotive VR system market to grow at a CAGR of 4.31% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global automotive VR system market for 2016-2020. To calculate the market size, the analyst considers the revenue generated from the total consumption of automotive VR system market globally. The report does not include revenue generated from the aftermarket service of the product.

The report, global automotive VR system market 2016-2020, 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
- Apple
- Ford Motors
- Harman International
- Mercedes-Benz
- Microsoft
- Nuance Communications
- VocalZoom
- Voicebox Technologies

Other prominent vendors
- Bayerische Motoren Werke AG
- Citroen
- Daimler AG
- Fiat Chrysler Automobiles
- General Motors
- Honda Motor Co.
- Hyundai Motor Co.
- Nissan Motor Company Ltd.
- Toyota Motor Corp.
- Volkswagen AG
- Volvo Cars
- Anhui USTC iFlytek Co
- Google
- Harman International Industries
- LumenVox
- Sensory Inc.

Market drivers
- Adverse consumer sentiments to drive R&D and growth in VR systems space
- For a full, detailed list, view the full report

Market challenges
- Local noise interference needs to be accounted for to increase VR accuracy
- For a full, detailed list, view the full report

Market trends
- VR systems to become sub-modules of integrated assistant systems
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2020 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?

You can request one free hour of our analyst’s time when you purchase this market report. Details are provided within the report.

Contents:

PART 01: Executive summary
- Highlights

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
- Value chain analysis of the VR systems market
- PLC
- Regulatory framework

PART 05: Market landscape
- Market overview
- Market size and forecast
- Five forces analysis

PART 06: Market trends
- VR systems to become sub-modules of integrated assistant systems
- Cloud-based VR systems to drive automotive telematics usage
- OEMs to use AI to enhance VR systems: ASR to give way to natural speech recognition
- Sonic curtains and virtual space cubes to eliminate noise and make VR systems more effective
- Voice biometrics to offer a personalized driving experience
- Automakers to bypass PLC timelines for VR systems

PART 07: Market drivers
- Regulatory and legal drivers to increase VR adoption
- Technological drivers to enable VR use
- Rising customer frustration with VR as a driver for further R&D in VR

PART 08: Market challenges
- Technological challenges with VR implementation
- Consumer-VR interaction challenges
- Issues with user experiences

PART 09: Market segmentation by geography
- Global automotive VR market size by geography
  - Market in APAC
  - Market in Europe
  - Market in North America
  - Market in Latin America
  - Market in MEA

PART 10: Market segmentation by end-user
- Market overview
- End-user market dynamics
- Market size and forecast

PART 11: Vendor landscape
- Competitive benchmarking

PART 12: Key vendor analysis
- Apple
- Ford Motors
- Harman International
- Mercedes-Benz
- Microsoft
- Nuance Communications
- VocalZoom
- Voicebox Technologies

PART 13: Appendix
- List of abbreviations

PART 14: About the Author

List of Exhibits

Exhibit 01: Report coverage
Exhibit 02: Product offerings by automotive industry OEMs
Exhibit 03: Product offerings by non-automotive industry players
Exhibit 04: Definitions of the products and markets
Exhibit 05: Impact of drivers
Exhibit 06: VR timeline
Exhibit 07: Parts of a typical VR system
Exhibit 08: Comparison of the types of VR systems
Exhibit 09: A typical VR system value chain
Exhibit 10: PLC of voice recognition systems
Exhibit 11: Existing regulatory framework around the world governing VR devices
Exhibit 12: Market landscape of VR systems
Exhibit 13: Global automotive VR system market 2015-2020 (millions of units)
Exhibit 14: Five forces analysis: Global automotive VR industry
Exhibit 15: Virtual voice isolation cube
Exhibit 16: Driving forces behind electrification of automotive mechanics:
Exhibit 17: Mechanical operations converted into electronics
Exhibit 18: Automotive electronic cost share of total vehicle cost 2014-2020
Exhibit 19: Sources of user frustration with VR systems
Exhibit 20: Local noises impacting VR system performance
Exhibit 21: LNI causing low clarity in VR system reception
Exhibit 22: Noise cancellation technology usage to solve LNI
Exhibit 23: Word count of various languages
Exhibit 24: Translation challenges
Exhibit 25: Types of challenges impacting consumer-VR interactions
Exhibit 26: Global VR market share dynamics by geography 2015 and 2020
Exhibit 27: APAC: Market size and forecast 2015-2020 (millions of units)
Exhibit 28: Top five APAC countries by GDP 2011-2015 ($ billions)
Exhibit 29: China GDP PPP 2015-2020 (Intl.$ trillions)
Exhibit 30: Chinese automotive electronics market 2015-2020 ($ billions)
Exhibit 31: Automotive sales in Taiwan 2007-2014 (thousands of units)
Exhibit 32: Taiwan’s automotive electronics market 2007-2015 ($ billions)
Exhibit 33: Taiwan’s automotive electronics by application 2014
Exhibit 34: Taiwanese government’s roadmap for automotive electronics 2015
Exhibit 35: Top 15 countries by number of dollar billionaires 2015
Exhibit 36: India GDP PPP 2015-2020 (Intl.$ trillions)
Exhibit 37: Production of passenger and commercial vehicles in India 2010-2016 (millions of units)
Exhibit 38: Japan GDP PPP 2015-2020 (Intl.$ trillions)
Exhibit 39: Overseas vehicle production by Japanese automakers 2013 and 2014 (million units)
Exhibit 40: Automotive sales in Japan 2007-2015 (millions of units)
Exhibit 41: Indonesia GDP PPP 2015-2020 (Intl.$ trillions)
Exhibit 42: Indonesian car sales 2007-2015 (thousands of units)
Exhibit 43: South Korea GDP PPP 2015-2020 (Intl.$ trillions)
Exhibit 44: Automotive sales in South Korea 2007-2015 (millions of units)
Exhibit 45: Industry-wise exports data of South Korea
Exhibit 46: South Korea: New electric car sales June and September 2015
Exhibit 47: Europe: Market size and forecast 2015-2020 (millions of units)
Exhibit 48: Automotive sales in Germany 2007-2015 (millions of units)
Exhibit 49: German electronic component market by industry 2014
Exhibit 50: Automotive sales in Europe 2007-2014 (millions of units)
Exhibit 51: North America: Market size and forecast 2015-2020 (millions of units)
Exhibit 52: North American automotive electronics market 2015-2020 ($ billions)
Exhibit 53: Automotive sales in North America 2007-2014 (millions of units)
Exhibit 54: Automotive electronics market in US 2008-2014 ($ billions)
Exhibit 55: Automotive sales in US 2007-2014 (millions of units)
Exhibit 56: Automotive sales in Mexico 2005-2014 (millions of units)
Exhibit 57: Latin America: Market size and forecast 2015-2020 (millions of units)
Exhibit 58: Automotive sales in Latin America 2007-2014 (millions of units)
Exhibit 59: GDP growth rate of top five Latin American countries 2011-2014
Exhibit 60: Automotive sales in Brazil 2005-2015 (millions of units)
Exhibit 61: Automotive electronics market in Brazil 2007-2014 ($ billions)
Exhibit 62: MEA: Market size and forecast 2015-2020 (thousands of units)
Exhibit 63: Market segmentation of automotive VR systems by end-user1
Exhibit 64: OEM VR systems: Market size and forecast 2015-2020 (millions of units)2
Exhibit 65: Replacement VR systems: Market size and forecast 2015-2020 (millions of units)3
Exhibit 66: Upgrade VR systems: Market size and forecast 2015-2020 (millions of units)4
Exhibit 67: Vendor landscape for VR systems6

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