

Beyond Bluetooth and USB

What will the new approach to in-car connectivity be in 2012?



An independent consultative report on strategies for influencing, developing and supporting CE devices.

The growing range of connectivity solutions within the consumer electronics market makes it vital for vehicle manufacturers to monitor new approaches and trends in development. Different types of connectors, protocols, and newly emerging next generation wireless technology means vehicle manufacturers are expected to be flexible in their approach to supporting connectivity solutions in the car.



Bridging the connectivity gap -

Part 1 - Developing automotive platforms

Part 2 - Consumer Electronic trends

These reports will help you to:

- **Influence** the CE market by understanding the aims and objectives of the CE4A
- **Anticipate** the changes in CE development and how it will impact on automotive connectivity
- **Realise** the long term direction of CE device adoption and development
- **Understand** the values and disadvantages of outsourcing connectivity strategy to third party software suppliers

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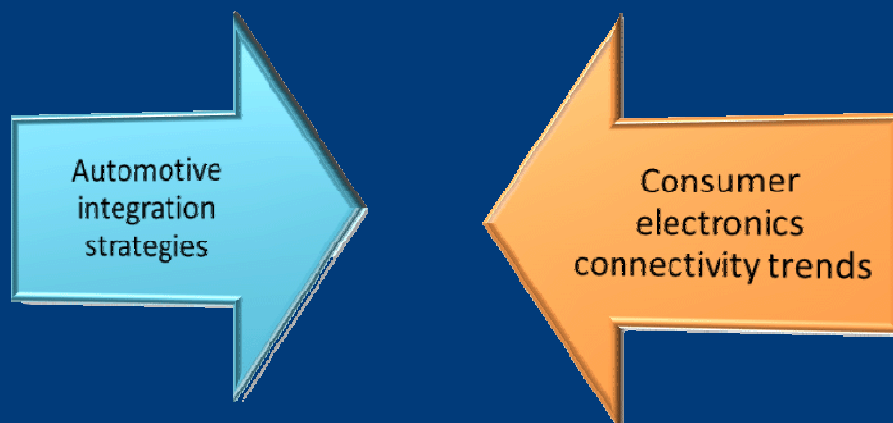
How can vehicle manufacturers adapt to the continual change CE market?

...the driving force in automotive technology

The portable device revolution continues to have a significant impact on the in-car environment. The pace of development within the CE world means that new devices are being launched on a daily basis, with continually changing functionalities, form factors and connectivity. The key challenge for vehicle manufacturers is that consumers now expect their cars to support all of these devices in a safe and user-friendly manner.

Vehicle manufacturers that are able to satisfy the new consumer demand for portable device integration will benefit from the growth in equipment sales, improved safety and high customer satisfaction levels.

To achieve these benefits, however, the vehicle manufacturer and tier-one suppliers need to understand both the rapidly changing connectivity trends within the CE market, and the different integration strategies that the automotive industry can adopt to manage these trends.



Analysing the CE market to provide success strategies for the automotive industry

SBD's series of reports on connectivity provide an in-depth study into both the consumer electronics trends and automotive integration strategies, giving vehicle manufacturers and tier-one suppliers an overall view on this rapidly changing market.

The first report on **Developing Automotive Platforms** analyses the likely success of various strategies being adopted within the automotive industry, including working with 3rd party suppliers such as Microsoft, collaborating with each other through the newly formed CE4A association, and developing automotive-specific standards such as CEA-2017.

The second report on **Consumer Electronics Trends** provides a detailed outlook into how CE connectivity solutions are changing for mobile phones, portable music players and portable navigation devices. Additionally, the reports provide the first insights into the impact of next generation connectivity technologies such as High-speed Bluetooth and Wireless USB on the in-car environment.

Together, these reports provide vehicle manufacturers and tier-one suppliers with the necessary knowledge to shift from the reactively adapting CE world towards developing upgradeable and flexible integration platforms that can support all devices during the entire lifetime of the car.

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Bluetooth in the Car

- Market trends for integration
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