












Telematics and ITS Research at a glance...

**This catalogue provides a
summary of SBD's 2008/2009
research programme.**





**All research is easy-to-find by
either technology topic or
geographical region.**



Locate the research best-suited to your needs by technology topic or by geographic region. The numbers listed are SBD report references and are located in subsequent tables in numerical order. For more information including pricing and Table of Contents for the reports listed, please contact Juanita Appleby on jappleby@sbd.co.uk or phone +44 (0)1908 305101.

	Telematics 	Navigation 	Connectivity 	Traffic & Travel 	Audio & Video 	ITS & ADAS 
Brazil 	1920	1920				
China 	2040 2160 2190	2040 2150 2180		2140 2170		
Europe 	1820 1840 1860 1930 2401 2402 2403 2404	1960 2000 2030 2411 2412 2413 2414	1890 1910 2431 2432 2433 2434	2010 2421 2422 2423 2424	1870 1940 1980 2441 2442 2443 2444	1830 1810 2451 2452 2453 2454
India 	1900	1900				
Russia 	1950	1950				

TELEMATICS

Reference	Title	Description
1820 	Where next for eCall?	This report contrasts the two-speed approach being taken by the consensus-building public sector and market-driven private sector. It is an independent insight into the competing initiatives, helping you in the decision making process on how and when to move forward with eCall.
1840 	An analysis of private eCall and OE telematics services	This report provides a detailed analysis and overview of private eCall and OE telematics services currently offered by vehicle manufacturers in Europe. It features a balance of market and technical information for each system.
1860 	Benchmarking telematics in Europe against global trends	This report offers invaluable insight into the key lessons that vehicle manufacturers in Europe can learn from the deployment of telematics in the USA, Japan, and South Korea. It assesses the market status, critical success factors and government involvement in each region to generate a series of recommendations for helping telematics in Europe take a major step towards success.
1900 	Navigation and telematics in emerging markets: India	This report provides an introduction to India and its automotive and mobile phone markets before focussing on the key market drivers and initiatives that will impact on sales of navigation and telematics.
1920 	Navigation and telematics in emerging markets: Brazil	This report analyses the socio-economic conditions, automotive industry and telecommunications market of Brazil, followed by an assessment of the market drivers for navigation and telematics. This includes the government's plans for mandating stolen vehicle tracking and investigating automatic vehicle identification.
1930 	Connecting usage-based insurance with OE telematics	A clear and concise review of global initiatives to launch usage-based insurance schemes. This report describes not only the different technology approaches to such services, but also provides insight into how OE telematics could be the successful partner for PAYD market.
1950 	Navigation and telematics in emerging markets: Russia	An analysis of Russia's socio-economic conditions, automotive industry and telecommunications market, followed by an assessment of the market drivers for navigation and telematics. This includes an overview of the key market players and the government's position on navigation and telematics.
2040 	Navigation and telematics in emerging markets: China	An assessment of China's socio-economic conditions, road infrastructure, automotive market and telecommunications industry. The report analyses the market drivers for navigation and telematics in China that include vehicle crime, traffic congestion, road safety and government support.
2160 	The key market drivers for telematics in China	This report assesses the important factors that are encouraging vehicle manufacturers to offer OE telematics services in China. These include: car ownership, vehicle theft, local aftermarket solutions, road safety and emergency services, traffic congestion, cellular network coverage, and Government policy.
2190 	An analysis of OE telematics services in China	This report is an overview of the current and planned service launches along with market forecasts and the key issues vehicle manufacturers and service providers are facing with licensing, partnerships and public sector constraints. This report describes the activities of the vehicle manufacturers and service providers leading the way on telematics so that you can identify the successful strategies required for entering this growing market.
2401 	Telematics Market trends	In-depth analysis of the status and prospects for public eCall in Europe as legislation looks increasingly inevitable, together with an update on the private telematics services offered by vehicle manufacturers.
2402 	Telematics Technical trends	This report provides analysis on the latest technical trends for implementing telematics services from the point of view of Mobile Network Operators (MNOs), Telematics Service Providers (TSPs) and call centres.
2403 	Telematics Sales forecast	The sales forecasts help determine growth over the next five years for telematics applications with particular reference to eCall services.
2404 	Telematics Feature database	This database outlines system availability and features categorised by vehicle manufacturer, systems and services. It helps you benchmark your products and services against competitors to assess future direction.



NAVIGATION

Reference	Title	Description
1900	Navigation and telematics in emerging markets: India	This report provides an introduction to India and its automotive and mobile phone markets before focussing on the key market drivers and initiatives that will impact on sales of navigation and telematics.
1920	Navigation and telematics in emerging markets: Brazil	This report analyses the socio-economic conditions, automotive industry and telecommunications market of Brazil, followed by an assessment of the market drivers for navigation and telematics. This includes the government's plans for mandating stolen vehicle tracking and investigating automatic vehicle identification.
1950	Navigation and telematics in emerging markets: Russia	An analysis of Russia's socio-economic conditions, automotive industry and telecommunications market, followed by an assessment of the market drivers for navigation and telematics. This includes an overview of the key market players and the government's position on navigation and telematics.
1960	The changing landscape of digital mapping	The increase in coverage and richness of digital maps has been accompanied by dramatic changes in the relationship between digital map suppliers, navigation suppliers and vehicle manufacturers. This outlines the growing demand for digital mapping and analyses how map attributes are likely to change over the next 3-5 years.
2000	Success factors for integrating PNDs into the car	This report analyses the current approaches that vehicle manufacturers and PND suppliers are adopting to improve the integration of PNDs in the car, and provides key success factors that will improve customer satisfaction in the future.
2030	The impact of recession on the navigation market	The navigation industry has seen tremendous growth in the last five years. This growth was expected to continue over the coming years, but the collapse of the global economy has brought everything to a standstill. SBD analyses the recent trends within the navigation industry, how the market is likely to evolve during recession and what automobile manufacturers should be prepared for when the market finally starts to pick-up.
2040	Navigation and telematics in emerging markets: China	An assessment of China's socio-economic conditions, road infrastructure, automotive market and telecommunications industry. The report analyses the market drivers for navigation and telematics in China that include vehicle crime, traffic congestion, road safety and government support. The analysis of the telematics and navigation in China covers the key players, market trends and technology issues.
2150	China OE embedded navigation - market trends, feature database & system photos	This report assesses fitment rates, market size and maturity of OE embedded navigation in China. It examines the relationships between vehicle manufacturers and their navigation system and digital map suppliers. The package also comes with a feature database and presentation containing photos of the OE embedded navigation systems available.
2180	Portable navigation in China - PNDs and Smartphones	This report analyses the key industry and product trends for PNDs and Smartphone navigation applications in China and identifies the main vendors who are expected to lead the continued market growth. The report balances sales forecasts and pricing analysis with technical details of the latest features and traffic services.
2411	Navigation Market trends	This report provides an overview of the OE, PND and Smartphone navigation market across Europe. It focuses on navigation apps for Smartphones and analyses the various options available to users in order to understand the changing consumer attitude towards navigation. The report also discusses the impact of app stores on the in-car navigation market.
2412	Navigation Technical trends	This report provides an end-to-end analysis of connected navigation services and highlights the various technical options available to vehicle manufacturers. The report also examines the potential solutions, identifies the benefits and limitations of
2413	Navigation Sales forecast	Five year sales forecast for OE navigation system sales by manufacturer, supplier and geographic criteria. The sales forecasts help determine growth over the next five years for the navigation market with additional information on embedded navigation systems such as the variations between low-cost and high-end functionality.
2414	Navigation Feature database	In this database, SBD has included key features and services being offered to customers of the PND and Smartphone navigation markets. In addition to connected services, the database also includes enhanced map features on PNDs and the different business models used for Smartphone navigation.










CONNECTIVITY

Reference	Title	Description
1890	Bridging the connectivity gap - Developing Automotive platforms	This report analyses the changing relationship between the automotive and consumer electronics industries, as vehicle manufacturers shift away from reacting to the latest trends by fitting simple connectors, and instead start developing more flexible software-based platforms. Additionally, the report investigates the next stage in bridging the connectivity gap, with a number of vehicle manufacturers beginning to collaborate in order to achieve greater influence within the consumer electronics industry.
1910	Bridging the connectivity gap - Consumer electronics trends	This report outlines the evolving connectivity trends from the consumer electronics industry, focusing on mobile phones, digital music players and portable navigation devices. A full analysis of the impact that these trends will have on automotive connectivity platforms is also included. Additionally, this report highlights the future of next generation wireless connectivity and wireless charging, analysing when these technologies will be deployed and how successfully they will be.
2431	Connectivity Market trends	This report studies the adoption of Bluetooth and its latest profiles onto mobile phones and MP3 players. It identifies the major trends and analyses the compatibility issues with in-car telephony and audio streaming solutions. The report also considers the important questions surrounding the use of Bluetooth to tether the phone to the car so that it can be issued as a modem for telematics services.
2432	Connectivity Technical trends	This report explores the technical solutions for integrating the HMI of PNDs and Smartphones into the vehicle, with a focus on both the display and controls. It also provides an update on connectivity profiles and standards and the emerging solutions for high speed short range connections.
2433	Connectivity Sales forecast	Five year sales forecasts that indicate the fitment rate of Bluetooth and its profiles on portable devices and in cars.
2434	Connectivity Feature database	In this database, SBD identifies the key features of the Bluetooth connectivity solutions available on each vehicle model in Europe. This includes the fitment strategy, functionality, profiles and cost.










TRAFFIC & TRAVEL

Reference	Title	Description
2010 	From standards to service - the deployment of pan-European TPEG	This report outlines the key stakeholders in the transition from national RDS TMC services to pan-European TPEG services. Additionally, the report analyses the applications and services that service providers and vehicle manufacturers should prioritise. Finally, the report highlights the challenges that the automotive industry will face in delivering pan-European services using digital bearers.
2140 	Broadcast technologies for traffic information in China	This report provides an overview of the on-going competition between RDS TMC and VICS to become established as the dominant technology for delivering traffic information to navigation systems in China. The report considers the competitive environment, together with the political and market forces that will influence the potential success of each technology.
2170 	Collecting and distributing traffic information in China	This report provides a detailed overview of the changing traffic information industry in China and gives an independent view of each of the major cities with the methods used to gather, process and distribute the information. Analysing public authority and private company offerings, this report provides straightforward research that is essential to develop a successful strategy.
2421 	Traffic & Travel Market trends	This report analyses how TPEG services will need to adapt in order to meet future customer expectations. Additionally, this report highlights the challenge that service providers will face in choosing a cost-effective communication channel for delivering TPEG messages, and how new and innovative business models can be created in order to increase revenue.
2422 	Traffic & Travel Technical trends	This report provides a technical analysis of the potential pitfalls faced by early adopters of TPEG, particularly as many of the standards are still being defined and are likely to remain open to interpretation. The report also highlights the challenges and potential opportunities that vehicle manufacturers will face when considering the use of DAB and/or GPRS for delivering TPEG.
2423 	Traffic & Travel Sales forecast	This report provided in an easy-to-use excel format and provides a 7-year sales forecast for the fitment of RDS TMC and the deployment of TPEG.
2424 	Traffic & Travel Feature database	This database provides a technical outline of all the current and planned RDS TMC services globally. Due to the significant number of upcoming and planned RDS TMC service, SBD has included the most up-to-date information available at the time of publishing this report.









AUDIO & VIDEO

Reference	Title	Description
1870 	Digital music trends and its impact on the automotive industry	This report provides a vital focus on Digital Music Trends in Europe, giving an assessment of the growth in new digital media types, the adapting business models of selling digital music and the challenges of Digital Rights Management against illegal piracy [addressing each of these key issues from an automotive perspective].
1940 	Breaking down the barriers – the prospects for pan-European DAB	This report analyses the progress being made in deploying DAB services across the major European markets, and the innovations being implemented by DAB suppliers that could help increase the appeal of future DAB receivers.
1980 	The future trends of in-car video systems	This report provides an overview of the in-car video market in Europe, focussing on playback and broadcast technologies. An outline of the various solutions adopted by vehicle manufacturers to offer video content to front and rear seat passengers is presented. The report also analyses the changing trends for video technology in the Consumer Electronics market, in order to help vehicle manufacturers and system suppliers better understand what customers are likely to expect from future in-car entertainment systems.
2441 	Audio & Video Market trends	This report provides a technology-by-technology outline of how in-car infotainment is likely to evolve in the next five years, and analyses how manufacturers can ensure the deployment of future-proof, compatible and user-friendly systems. The report is broken down into three sections: media storage trends, portable devices trends, and broadcast .
2442 	Audio & Video Technical trends	This report presents a vision of future in-car entertainment that have a permanent connection to the Internet. It looks at the blurring of traditional boundaries between owned and non-owned content and provides a roadmap to a world where the driver has on-demand access to whatever music they want.
2443 	Audio & Video Sales forecast	This report is an easy-to-use excel format and provides a 5-year sales forecast for the fitment of different media types, connectors and broadcast receivers.
2444 	Audio & Video Feature database	This database provides a benchmarking tool to compare the availability, fitment strategy and retail price of the multimedia technologies included in SBD's Audio and Video market trends report.



ITS / ADAS

Reference	Title	Description
1830 	An overview of FP7-funded projects	This report provides an overview of the latest European R&D Framework Programme (FP7) and the ITS-related projects that have received funding to date. The report contrasts the aims and objectives of FP7 with those of previous Programmes and identifies the key departments within the EC that are responsible for allocating the transport sector's €4 Billion share of the overall budget.
2020 	Eco-driving - Harnessing the green potential of ITS	This report provides an in-depth analysis of how the implementation of navigation, ADAS and telematics systems can be used to achieve true integrated eco-driving.
2451 	Market trends	In-depth analysis of trends in the development of semi-automated ADAS systems as well as how legislative changes could affect automotive strategies in implementing this technology.
2452 	Technical trends	This report examines the approaches needed to reduce the cost of ADAS systems for mass-market adoption. Additionally, the report reviews how suppliers and vehicle manufacturers are using camera-based and multi-use sensors solutions.
2453 	Sales forecast	This report is an easy-to-use spreadsheet and provides a 5-year sales forecast for the fitment of all major ADAS systems.
2454 	Feature database	In this database, SBD has included prices and functionality of all ADAS systems offered by each vehicle manufacturer in