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The report is a comprehensive data snapshot of in-vehicle input and output HMIs and associated features (e.g. map updateability methods, routing options, etc.), services (e.g. CarPlay, Android Auto, type of broadcast traffic, etc.) and technologies (e.g. HDD, Head-Up Display, etc.) in a specific region.

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Cockpit Infotain-ment

Cockpit & Infotainment

Automotive Cockpit App & Ecosystem Guide

To offer end-users the functionality they have come to expect from the consumer electronics world, automotive OEMs and other developers are offering apps on the vehicle's center console. Spanning several feature domains, and representing a rapidly evolving ecosystem, these apps are playing increasingly important roles in both the user experience and the vehicle lifecycle more broadly. As such, a thorough understanding of this ecosystem and the impact these apps are having today will help those OEMs looking to develop and scale their own cockpit app stores and apps for the vehicles of tomorrow.

This all-new report represents one of two studies within the Cockpit & Infotainment domain focused on the overall app ecosystem for automotive OEMs. Here, it works alongside our Automotive Smartphone App Guide to provide a full picture of the automotive landscape. It provides deep insights into the latest trends and activities from OEMs and third-party players in their respective regions, and is updated bi-annually to account for new app launches and the latest movements across this ecosystem.

COVERAGE				FREQUENCY			PUBLICATION FORMAT				PAGES
GLOBAL	NA	CHINA	EUROPE	BI-ANNUAL	QUARTERLY	ONE-OFF	PDF	POWERPOINT	EXCEL	ONLINE	TBD

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Key Benefits

> Complete view of the ecosystem an OEM utilizes to launch and maintain their cockpit app store and apps.

> Granular detail covering breadth of automotive offerings and how the competition stacks up (embedded apps and app stores)

> Updated half yearly to ensure it is always fresh

> Over 100,000 data points, with highest standards of accuracy

This research supports

Competitive Landscaping

Strategy Setting

Partner Identification

Technology Prioritization
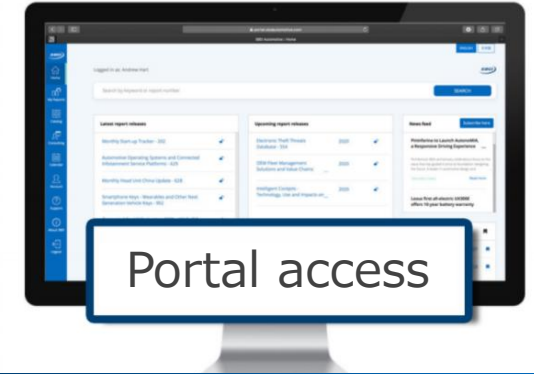
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✉ info@sbdautomotive.com

Book a meeting

USA | UK | Germany | India | China | Japan

Garren Carr
North America
garrencarr@sbdautomotive.com
+1 734 619 7969

Luigi Bisbiglia
UK, South & West Europe
luigibisbiglia@sbdautomotive.com
+44 1908 305102

SBD China Sales Team
China
salesChina@sbdautomotive.com
+86 18516653761

Andrea Sroczynski
Germany, North & East Europe
andreasroczynski@sbdautomotive.com
+49 211 9753153-1

SBD Japan Sales Team
Japan, South Korea & Australia
postbox@sbdautomotive.com
+81 52 253 6201