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Localization & Map-based ADAS

In aiming to enhance the accessibility and overall user experience of their ADAS features and solutions, OEMs in different regions are overlaying map and localization information onto other on-board sensors. Among the benefits of this process, for the end user and OEM alike, are the ability to optimize existing systems as well as the opportunity to deliver a more refined system functionality.

However, as localization solutions begin to gain popularity, it is essential for any automaker investigating them to have a thorough, secure, understanding of their potential. This is especially important when considering the speed at which such solutions can develop, often starting with a small area before scaling rapidly to city- or even state-wide operations.

The Localization & Map-based ADAS report outlines the key technologies already being used by OEMs, alongside the various use cases they enable. In addition to analyzing the ecosystem for these technologies today, the report also looks ahead – offering a five-year forecast for the adoption of new ADAS and localization systems. Reflecting the global scope of these solutions is a section which compares how they are implemented in different regions to address local challenges and technical requirements.

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Key questions answered

- > Who is implementing localization & map-based ADAS, and with which partners?
- > What are the technological enablers for localization systems, in-house and outsourced?
- > What are the main use cases for localization systems and digital maps for automotive?

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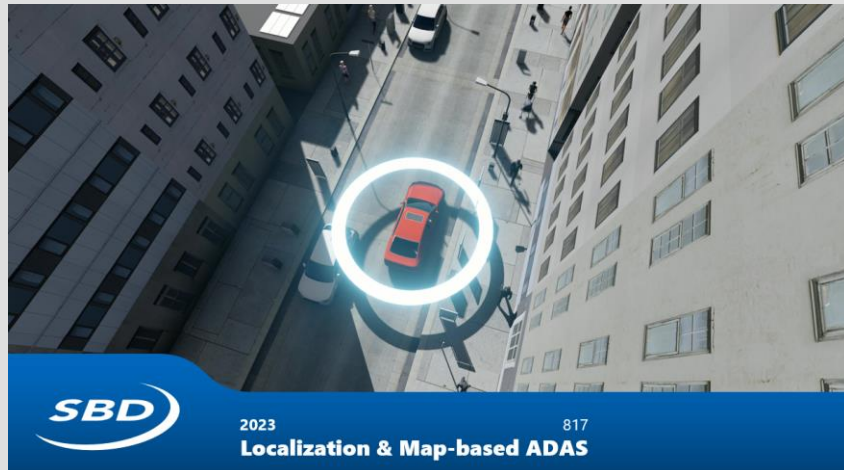
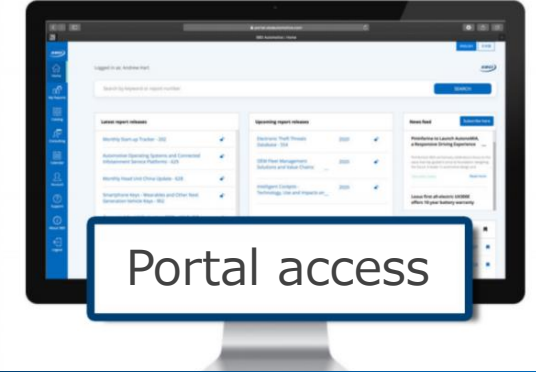
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