

Research and Markets: Why the Electronics Industry is Coming to the Aid of Auto Makers

Research and Markets (researchandmarkets.com/reports/c15788) has announced the addition of Automotive Systems Convergence to their offering.

([PRWEB](http://www.prweb.com)) April 18, 2005 -- Research and Markets (<http://www.researchandmarkets.com/reports/c15788>) has announced the addition of Automotive Systems Convergence to their offering.

One of the biggest challenges facing today's auto industry is resolving the conflict of meeting customer expectation - generally interpreted as providing ever-higher levels of equipment - without exceeding stringent budgetary constraints. The issue is common to all auto makers, and is compounded by the requirement to meet increasingly severe safety and security compliance standards set by a host of governing bodies.

The car manufacturers are responsible for laying out a map of equipment requirements, timing and cost, and the Tier One manufacturers the next level on this map, but it is falling on the shoulders of those who design and manufacture semiconductors to create the architecture capable of delivering the expected levels of functionality, compliance and reliability within the requisite cost parameters.

Topics covered in the report include:

- Why the electronics industry is coming to the aid of auto makers
- The paradigm shift
- Open Source or proprietary systems? That connection dilemma
- MOST? FlexRay? IEE1334? Conflicting interests can lead to confused developers
- Developments in microprocessor-based technology
- Who is doing what - designing solutions for problems that not everyone realised existed
- Convergence in logistics telematics
- Combining telematics with RFID technology enhances security

This Executive Briefing includes brief profiles of the major players in this sector, assessing the extent to which each company has targeted the auto industry as an area for growth:

- Altera
- AMD
- ARM
- Atmel
- Clarity Technologies
- dSPACE
- Encirq
- Fairchild
- Freescale Semiconductor
- Fujitsu
- Infineon
- Motorola
- National Instruments
- NEC Electronics



- ON Semiconductor
- Philips Micro
- QNX
- SMaL
- STMicro
- Texas Instruments

For more information visit <http://www.researchandmarkets.com/reports/c15788>

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