LiDAR for Cars and Light Trucks: Markets Reach $9.9 Billion in 2023

LEXINGTON, Massachusetts (July 29, 2017) – WinterGreen Research announces that it has published a new study LiDAR for Cars and Light trucks: Market Shares, Strategy, and Forecasts, Worldwide, 2017 to 2023. The 2017 study has 566 pages, 233 tables and figures. Worldwide markets are poised to achieve significant growth as LiDAR sensors for cars and light trucks permit users to implement automated driving. Fleet vehicles from Uber, Google and similar users are likely to be the early adopter groups, creating vehicles that do package delivery and ride sharing. Tesla, Mercedes, and Audi are among the vendors with a leadership position in the personal luxury vehicle artificial intelligence LiDAR car markets. These cars provide performance and cater to individual preference in feature function packages and styling.

LIDAR stands for light detection and ranging which is remote sensing. LIDAR does not require electromagnetic radiation but it requires laser pulses that strike the object and return back to the sensor.   The laser pulse measures the distance from the sensor to the object by determining the time between the release to reception of the reflected pulse.

3D scanning market and imaging are expected to propel growth. Major technological developments include emergence of optically extended MEMS scanning mirror for low-altitude and light weight flying platforms. Long term reliability of number of key laser components drive the LiDAR market. Key components include optical coatings, optics, and diodes in vacuum and radiation environment of space.

Every car maker seeks to participate in this Artificial Intelligence (AI) personal vehicle market leveraging LiDAR.   The ability to do so depends on implementing next generation technology that is very expensive to get working. Vendors ae seeking to work together to set standards and develop shared modules that provide basic functionality. Cameras, sensors, artificial intelligence software, and LiDAR are among the modules being developed.

Autonomous vehicle technology has the potential to institute major change in personal mobility. Autonomous cars are the next generation of manual cars, poised to provide thrust for a large replacement market. Autonomous vehicles are the base for building personal car services, particularly in large cities. Carmakers and Silicon Valley companies bring different skills to the task of building a Artificial Intelligence (AI) car. LiDAR is a significant sensor that supports autonomous operations. Autonomous vehicles transform the personal transport industry.

Every person who owns a vehicle has a preference on performance.   The Tesla has gained recognition for offering a Artificial Intelligence (AI) vehicle, but it is first and foremost a performance vehicle. This characteristic will not change as Artificial Intelligence (AI) vehicles come on the market. People like the customization of features and functions in their car.

This customization aspect of vehicles does not get talked about much, but it is a very important part of the industry. It will not go away just because cars are run by software. From auto racing to personal preference, ever car has its own personality and its own comfort. Performance is part of the package. Every car maker seeks to participate in this Artificial Intelligence (AI) personal vehicle market with a distinctive offering. The ability to have unique appear to customers depends on implementing next generation technology in a manner that works effectively and is relatively inexpensive to implement.

As automated process leveraging LiDAR hits the auto industry as a disruptive force, it parallels the automated piloting of the airline industry that saw significant labor savings implementation. Automated vehicle driving can be done anywhere just by connecting the car to integrated adaptive cruise control, adaptive steering and braking, and lane assist systems all working off one central processor.

Artificial Intelligence (AI) cars and light trucks incrementally add automated process to driving leveraging the LiDAR sensor. As software is added to cars and light trucks it is done in concert with modification to the steering, breaking, and other automotive systems. Autonomous functions for vehicles are increasingly adopted.

Change is incremental, we do not have fully functioning LiDAR navigated Artificial Intelligence (AI) cars immediately, rather, steering, collision avoidance, parking, test driving, series of camera and radar based monitoring systems, lane assist, and adaptive cruise control are being implemented, presaging rapid adoption of Artificial Intelligence (AI) cars and light trucks as the various functions mature and work in the real world.

According to Susan Eustis, team leader for the preparation of the study, "The market for LiDAR for cars and light truck vehicles is anticipated to expand in parallel with the deployment of appropriate roadway controls funded by government programs. The large public investments for Artificial Intelligence (AI) vehicles so far has been for development of technology that works for military purposes. The extension of this type of automated system to commercial fleet vehicles will be rapid after 2019."

The Artificial Intelligence (AI) car designs amalgamate a group of features to represent an automated process solution. These include the hardware, the software middleware, the steering system, adaptive cruise control, numerous software applications, an integrated systems approach, and related services. Significant investments in research and development are necessary as the emerging Artificial Intelligence (AI) cars and light trucks industry builds on incremental technology roll outs.

LiDAR for autonomous autos and small trucks /SUVs market at $13 million in 2016 is expected to reach $9.9 billion by 2023. This is in the context of a $3 trillion market for the autonomous vehicles. LiDAR represents one sensor in the autonomous navigation system. It is used to give more reliability than is available from cameras and other sensors and it compliments those capabilities. Spectacular growth is a result of various moves toward autonomous vehicles that can go across the US by themselves, provide automated navigation,, integrated braking and steering. Most auto vendors have gone beyond the testing stage to offer vehicles that have strong navigation capability.

Safety modules are complimented by mapping vehicles that provide navigation. The Tesla and other vehicles provide driver alerts but fall sort of complete Artificial Intelligence (AI).

Market driving forces relate primarily to the need for increased safety and personalization for autos. Car manufacturers are positioning with LiDAR sensors for cars to meet

demand at the high end, and in every category of car and light truck. Many Artificial Intelligence (AI) vehicle car vendors are making automation for personal vehicles and light trucks a reality.

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This LiDAR car and truck shipment analysis is based on consideration of the metrics for the number of cars shipped, vendor manufacturing and assembly capacity, percent of cars outfitted with automated cruise control, and probable market penetrations of robot cars. Experience of testers using the cars and light trucks is another factor that contributes to development of triangulation regarding market forecasts for the sector.

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