

摘要

什麼是抬頭顯示器？是利用光學投射的原理，將重要的相關資訊投射在擋風玻璃前方，同時讓駕駛者眼睛直視擋風玻璃前的影像資訊及行車狀況，駕駛者不用把眼睛的注意力離開路面，低頭去觀看儀表板上的速度、導航指示或其他訊息。

以前只把抬頭顯示器應用在數百萬美元的噴氣式戰鬥機，現在抬頭顯示器的應用已進入到家庭轎車，近年在顯示技術上的成熟與進步，加上親民化的價格與車載資訊互聯網的發達，這提供給汽車製造商一個全新面貌的顯示技術及市場需求，甚至可能有一天會取代儀表板顯示。

根據 IHS 的調查數據，配備有抬頭顯示器的汽車全球銷量，從 2013 年 130 萬台，到 2020 年將上升到 910 萬台。2013 年售出的汽車配備有抬頭顯示器的比例只有 2%，然而到 2020 年，這一比例將上升至 9%。

抬頭顯示器目前的供應商包括 Nippon Seiki，Denso，Delphi，Continental 和 Johnson Controls。汽車製造商採用抬頭顯示器的有通用，寶馬，奔馳，奧迪，凌志和標致。

這一份研究工作主要的目的是去了解：抬頭顯示器的市場需求度及市場需求的成長趨勢為何？有多少客戶已在採用及準備採用的這些客戶他們是誰？客戶可接受的價格點在哪裡和客戶們的其他經濟考量是什麼？當前競爭對手是誰及他們目前的形勢如何？最後，再討論如何制定抬頭顯示器市場進入策略。

關鍵字： 抬頭顯示器

Abstract

What exactly is a heads-up display? It's best to think of your windshield as a transparent screen for information. Instead of taking your eyes off the road to see your speed, navigation directions or other information, the head-up displays system projects the information at eye level onto the windshield. No more glancing down and away at a small screen on dashboard. It's all right in front of you.

Formerly used only in the cockpits of multimillion-dollar jet fighters, head-up displays now are finding their way into family cars, recent technology advances and a growing role for automotive internet connections have auto makers giving a new look at windshield projection technologies that could one day replace dashboard displays.

Worldwide sales of cars equipped with head-up displays are set to rise to 9.1 million units in 2020, up from 1.3 million in 2013 according to a new report from IHS Automotive. Only 2 percent of automobiles sold in 2013 had head-up displays. However, by 2020, that rate will rise to 9 percent.

Current suppliers of head-up displays include Nippon Seiki, Denso, Delphi, Continental and Johnson Controls. Original equipment manufacturers that offer head-up displays are GM, BMW, Mercedes, Audi, Lexus and Peugeot.

The main purpose of this research work was to understand: What is the size and growth trend of head-up displays market? How many customers are there and who they are? What is the customer's price point and other economics? What's the current situation with competitors? Then to study, how to develop a market entry strategy for this head-up displays product in company. (IHS, 2012)

Keywords: head-up displays, IHS