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Telematics Take on the World

15 September 2003

According to a recent report from the Telematics Research Group, by the end of this year, over 2.1 million embedded telematics units will be shipped in North America, rising to over 2.3 million by the end of next year.

Telematics device integration units will not be as popular in North America, with 164,000 shipped by the end of 2004. In the Asia-Pacific region, however, 250,000 device integration units will be shipped by the end of next year -- 30,000 more than the total embedded telematics units that will be distributed next year in the region, notes the Telematics Research Group.

Telematics Shipments Worldwide, by Region, by Type of Device, 2001-2004 (in units sales)

	2001	2002	2003	2004
Western Europe				
Device integration	74,000	301,000	501,000	722,000
Embedded telematics	36,000	110,000	220,000	374,000
North America				
Device integration	13,000	44,000	97,000	164,000
Embedded telematics	1,593,000	1,945,000	2,107,000	2,358,000
Asia-Pacific				
Device integration	20,000	60,000	135,000	250,000
Embedded telematics	30,000	65,000	120,000	220,000

Source: Telematics Research Group, September 2003

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The Telematics Group explains that device integration units are mainly used now for mobile telephony while driving, but should evolve to include solutions like navigation and roadside services. The North American telematics market is primarily made up of embedded solutions, like OnStar.

For a better idea of the future of the telematics market, Allied Business Intelligence (ABI) projects that worldwide telematics revenues will jump from \$7 billion this year to \$21 billion by the end of 2008.

Worldwide Telematics Revenues, 2003 & 2008 (in billions)

2003	\$7
2008	\$21

Source: Allied Business Intelligence (ABI), July 2003

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eMarketer aggregates data on automobile telematics. An advanced search in eMarketer's eStat Database for the term "telematics" yields 52 records.

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