Tata Elxsi aims at larger share from automotive segment

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New Delhi

Tata Elxsi is looking to ramp up its automotive telematics business by increasing penetration in the aerospace, marine, and rail sector. The company is also expanding into car infotainment system and Personal Navigation Device (PND) segment.

According to a study by Frost & Sullivan, the Indian Automotive Telematics market was estimated at $23.2 million in the year 2008 and is expected to reach $44.1 million by 2013. The rapid growth expected from the sector is reflected in Tata Elxsi’s progress record. It is one of the largest companies in India that provides automotive outsourced engineering services. Its Transportation Business Unit (TBU), which houses domains such as automotive, avionics, and marine & locomotive industries, has been providing engineering solutions for the automotive industry for more than a decade across the globe.

The company’s expansion plans in the TBU include global strategic technology partnerships and aligning itself as the technology development partner to the customer’s strategic roadmap, investing in key emerging technologies and working on specialized automotive applications for defense, off-road vehicles.

It has developed a car infotainment system based on Meego—an Intel atom platform. Some of the features implemented include a media player, phone connect view, podcast and television. The company is also getting into a deal with a leading Portable Navigation Device (PND) manufacturer in India and a premium vehicle manufacturer based in Europe for integrating regional specific and customised solutions.

It has been providing solutions for the PND market in USA and Europe including development/integration of software components and hardware. Talking about the further business opportunities in this segment, Vice President, Industrial Design, Anil Sondur said “There is a massive growth of PNDs, as compared to automotive navigation systems, in BRIC countries due to the low prices; however this would overcome by 2016 as smartphone-makers are getting into PND space.”

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As far as the new innovations in infotainment are concerned, smartphone integration and connected cars are going to be key elements of the future vehicles. Consumers would be able to connect to their data residing either in their homes or via the cloud and would be able to use it while they are on the go, he added. Tata Elxsi is providing solutions with stacks/software integration of these services so that users can have access to their content, be it movies, music or games.

In the car infotainment segment, it provides services to OEMs, suppliers and platform solution providers with a wide range of services spanning full-service product design capability right from market specifications to architecture and system engineering, integration, prototyping until testing & validation.

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enabling solutions for seamless use of the tablet PC in the automobile space”, Sondur said. Tata Elxsi also offers product R&D services to build ‘telematics control units’ and corresponding ecosystem for automobile manufacturers and component suppliers.

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For the component makers, it takes complete responsibility from paper specifications to defining the product architecture, development of the hardware, software and mechanical enclosure, prototyping and environmental testing support.

The additional services to OEMs in the telematics domain are generating system specifications, development of proof of concepts for both on an embedded/PC platform, thereby enabling an OEM in validating his concept and hastening the product development lifecycle, support for rolling out a vehicle telematics ecosystem and development of test bench frameworks.

“We do work with leading OEM’s and offer simulation based analysis solutions for the FMCG, consumer electronics and automotive. Using suitable tools, we are able to shrink the project timelines considerably, therefore enabling customers to optimise product development. Simulations help cut the costs of new product development by reducing the number of prototypes required for physical testing. This is especially evident in the automotive industry where analysis such as crash analysis is critical,” he concluded.