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CEA is the Sponsor, Producer and Manager of the International CES® and is a sector of the Electronic Industries Alliance

## **Consumers and In-Vehicle Electronics**

**As consumers spend more time on the road for both business and pleasure, many find that the traveling experience is not what it used to be.**

With changing lifestyles and workstyles and the much-discussed increase in traffic congestion in metropolitan areas, time spent in the car can be time-consuming, counterproductive and inefficient. In an effort to meet consumer needs in this changing environment, consumer electronics manufacturers are introducing new products that will make the daily commute safer, more enjoyable and more productive.

The Consumer Electronics Association (CEA), a sector of the Electronic Industries Alliance (EIA), represents more than 600 U.S. companies involved in the development, manufacturing and distribution of audio, video, mobile electronics, communications, information technology, multimedia and accessory products, as well as related services, that are sold through consumer channels. Combined, these companies account for more than \$60 billion in annual sales.

**Consumer electronics companies are committed to bringing to market products that meet consumer demand.**

In research conducted by CEA, thousands of consumers are asked:

- What products and features do you want?
- What are your price expectations?
- Are you likely to buy?

**Consumers are telling manufacturers of electronics devices that they want to remain connected while driving their car just as they are when at the office or at home.**

CEA research shows that consumers place increasing value on safety, comfort, security and convenience while in a mobile environment. Also, consumers are becoming more aware of the technology that is available in the car. In 1991, 61% were familiar with car navigation. That number increased to almost 80% in 1999.

In a consumer survey conducted in September 1999, one thousand consumers were asked, "How would you rate your interest level in the following?" The features and responses were:

- Sending emergency distress signals 64%
- Finding the fastest or shortest route 57%
- Information on request about traffic conditions along your route 55%
- Step-by-step directions to any locations 50%
- Checking vehicle mechanics and providing information on service stations 40%
- Paying tolls automatically 26%
- Sending or receiving electronic e-mail messages 15%
- Watching TV programming or movie videos 14%

Regarding the issue of providing information directly to the driver, these same consumers were asked, "Would you prefer an installed car navigation system or a cellular phone-based system where you speak to an operator for the information you need?" The survey findings were:

- Speak directly with operator 41%
- Car navigation system 44%
- Don't know/No answer 15%

Also, about half of all consumers rate the voice-activated feature of a car PC as a valuable feature (January 1999 survey).

### **The consumer electronics industry encourages a uniform approach to video in the vehicle.**

In recognition of consumer needs and safety, industry leaders have proposed a statement of recommended practices for video in the vehicle. The final statement will be used to encourage a uniform approach to video in the vehicle by federal and state regulators. The final statement also will be a basis for the development of training materials for the Mobile Electronics Certified Professionals (MECP) program, the industry's only national certification program for mobile electronics installers.

The proposal of the consumer electronics industry is as follows:

An LCD panel and/or video monitor may be installed in a motor vehicle and visible to the driver if the LCD panel or video monitor is used for vehicle information, system control, rear or side observation or navigation. If the LCD panel or video monitor is used for television reception or video or DVD play, the LCD panel or video monitor should be installed so that these features will only function when the parking brake is applied.

An LCD panel or video monitor used for television reception, video or DVD play that operates when the parking brake is not applied must be installed to the rear of the driver's seat where it will not be visible, directly or indirectly, to the operator of the motor vehicle.

**CEA is committed to working in partnership with federal and state governments, other trade and standards-setting organizations and consumers to address issues which come forward with the introduction of new technology.**

For more information on CEA and the proposed recommended guidelines, please contact Doug Johnson or Harry Massey.

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