

Automotive Optical Film Market and Technology Report - 2019

Executive summary

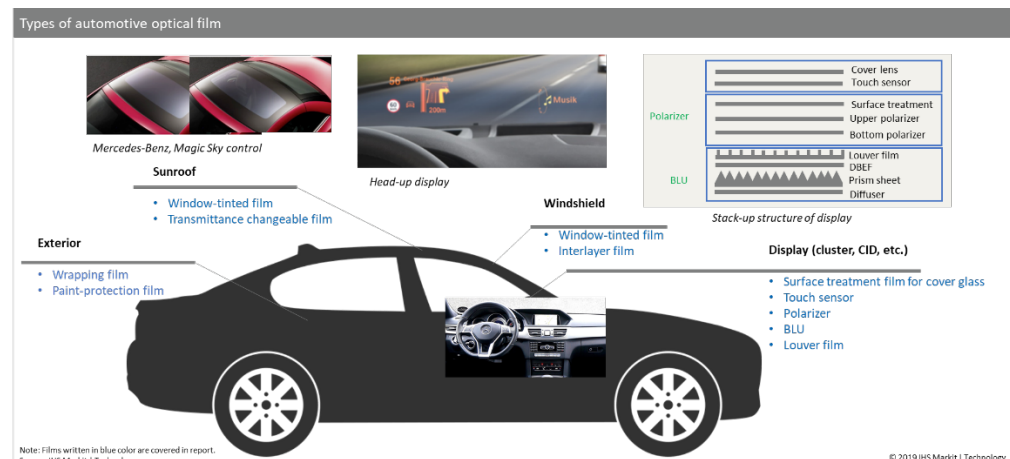
This wide-ranging report covers the global market for optical film as it is used in the automotive space. While optical film has historically been deployed to provide thermal insulation and heat rejection in cars, optical film use is being reimagined and retooled to keep pace with many advancing technologies today.

For instance, the increasing deployment of Advanced Driver Assistance Systems (ADAS) in cars means that automotive displays must provide precise images to drivers or be deemed failures otherwise. Windshields, for their end, are no longer just passive devices that block the wind, but have evolved into active smart windows through which the car can receive and understand signals sent from outside the vehicle. And with the use of the correct type of optical film, windshields can be turned into smart windows on which head-up displays (HUDs) can be created.

The arrival of new technologies, such as autonomous vehicles and 5G, will also have enormous implications, as the incorrect choice or utilization of optical film could mean less-than-perfect transmission and reception of wireless signal data—potentially catastrophic if self-driving cars were involved in a miscalculation.

The report examines in detail two areas in the vehicle where optical film is deployed most often: the windshield, and the display on the dashboard in the car interior. These two areas play host to seven types of optical film, each studied closely on a range of subjects including technology backdrop, revenue and demand-area prospects, market trends, and supply chain viability.

For windshields, three types of optical film apply: interlayer film, window-tinted film, and transmittance changeable film. For the display screen on the dashboard, four types of optical film are addressed: shatter-proof film, polarizers, louver film, and BLU.



Key findings of the report include the following:

- The biggest development trend on windshields at present are low energy expenditure, 5G connected communications, and self-driving cars.
- Transmittance changeable film represents a solution with light transmission properties that can be altered by electric signals, using liquid crystal or pigments. Car drivers can benefit by darkening or lightening their windshield and windows as they see fit.
- Louver films will be increasingly used in automobiles to prevent drivers from becoming distracted should they look at the center stack display.



The [Automotive Optical Film Market and Technology Report – 2019](#) from IHS Markit | Technology is offered in the [Displays](#) research service, under the [Display Materials & Components](#) research category. Irene Heo, senior principal analyst for display materials & components, is the author of the report.

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