Case Study

Technology Assessment to Improve Accuracy of Driving Simulation Systems

Business challenge

The client, a renowned automatic transmission system manufacturing company that has over 113 production locations in 26 countries, wanted to understand the autonomous driving simulation systems landscape. This included understanding the simulation landscape for advanced driver assistance and autonomous driving systems development and benchmarking the types of technologies, methodologies, and simulators that the competitors currently offer and are in the market.

Solution

Using its in-house market research expertise, Netscribes provided actionable insights to the client on the autonomous driving simulation systems through the following steps:

- Netscribes first conducted an in-depth study of the automatic driving simulation systems domain using various paid and non-paid databases.
- It then did a benchmarking analysis of the competing technologies using various technical and non-technical parameters.
- Finally, a demand analysis of the available and upcoming products by the competition was carried out using primary research.

Based on its research insights, Netscribes provided recommendations pertaining to the licensing opportunities available for the key technologies identified during the study.

Here are some excerpts from the analysis:

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How self-driving cars see the road

Autonomous vehicles rely on a host of sensors to plot their trajectory and avoid accidents.

- Multi-domain controller
  Manages inputs from camera, radar, and LiDAR. With mapping and navigation data, it can confirm decisions in multiple ways.
- Camera
  Takes images of the road that are interpreted by a computer. Limited by what the camera can “see”.
- Radar
  Radio waves are sent out and bounced off objects. Can work in all weather but cannot differentiate objects.
- LiDAR
  Light Pulses are sent out and reflected off objects. Can define lines on the road and works in the dark.

Benefit

Based on the recommendations provided by Netscribes, the client was able to identify the technical advances of the competitors in the market and understand their development strategies. As a result, the client successfully concluded a technology licensing agreement to improve the accuracy of its driving simulation systems.

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