

In-vehicle infotainment, engineered for what's next

The in-vehicle infotainment (IVI) market is entering a rapid growth phase, valued at **USD 33.9 in 2024 and projected to reach USD 58.2 by 2032 (CAGR 7.2%).**¹ Growth is driven by rising consumer expectations for smartphone-like, personalized experiences, shift to software-defined vehicles that enable faster rollouts and over-the-air (OTA) updates, and demand for subscription-ready revenue models. At the same time, regulators are tightening safety and cybersecurity rules, while fleets and B2B buyers seek real-time diagnostics and connected services. Together, these forces make IVI modernization both urgent and strategic.



Industry challenges

Infotainment is now a core factor in brand perception and growth. To remain competitive, OEMs and Tier 1s need to keep up and address core internal and external challenges to succeed.

- 1

Legacy systems
Outdated IVI feels inferior to phones, slowing adoption and eroding loyalty.
- 2

Cost & time delays
Rigid stacks duplicate code, driving up costs and delaying cockpit rollouts.
- 3

Safety & compliance
IVI design contributes to distraction crashes, exposing OEMs to regulatory risk.
- 4

Revenue & loyalty
Missed subscription growth and weak fleet differentiation reduce competitiveness.

Top strategic priorities for 2026-2030

To overcome these hurdles, OEMs are prioritizing infotainment modernization, compliance, and new revenue models to future-proof their businesses.

- Modernize platforms** – Build flexible, software-first systems that speed up feature rollouts and ensure consistency across models.
- Strengthen safety & compliance** – Align infotainment with global standards, reducing recall risks and meeting stricter regulations.
- Personalize user experiences** – Deliver seamless, profile-driven journeys and transparent subscription options to boost adoption.
- Expand revenue ecosystems** – Monetize infotainment and data services while connecting vehicles into broader mobility and IoT networks.

In-vehicle infotainment solution

Automotive infotainment unites multiple vehicle functions in one interface, but this central role makes modernization complex for OEMs. A scalable Android-Linux stack with UX design systems and safety mechanisms offers OEMs a path to scale without compromising compliance or user experience.

- Hybrid Android-Linux platforms:** Scalable stacks with ISO 26262 layers enable faster rollouts without hardware overhauls.
- Reusable design systems:** Compliance-ready modules cut duplication and speed launches across models.
- Safety-aware multi-display UX:** Cognitive load analysis ensures consistent, distraction-reduced experiences across screens.
- Personalization & monetization:** Profiles, subscription features, and diagnostics drive adoption, revenue, and fleet differentiation.

Core foundation layers

Modern infotainment depends on a solid foundation of hardware, software, connectivity, and safety & compliance working seamlessly together. HTEC brings deep expertise across all four layers, helping OEMs build and scale rapidly across vehicle lines.

- Hardware**
Fusion chips, displays, and centralized E/E platforms for safety-critical functions and consistent performance.
- Software**
Modular Android/Linux stacks and microservices for faster updates, secure integration, and multi-display UX.
- Connectivity**
OTA-ready, cloud-integrated frameworks to keep systems updated, secure, and linked across fleets.
- AI**
ISO 26262 alignment, distraction-aware HMI, and certification-ready design systems to reduce liability and speed rollout.

HTEC combines deep automotive expertise with design and engineering excellence to help OEMs transform IVI into a reliable growth engine. We deliver end-to-end, from concept to commercialization, enabling OEMs to scale rapidly across vehicle lines without compromising compliance or user experience.

- Accelerated rollout**
We modernize IVI with modular Android/Linux stacks and OTA frameworks, cutting feature deployment cycles by up to 40% and reducing maintenance costs.
- Safety by design**
Our distraction-aware HMI and ISO 26262 workflows minimize driver risk and speed certification, lowering liability and recall exposure.
- Personalized experiences**
We enable profile-driven personalization and consistent multi-display UX, ensuring seamless journeys that increase adoption and strengthen loyalty.
- Revenue growth**
We embed subscription-ready features, diagnostics, and fleet services into IVI, helping OEMs unlock recurring digital revenue streams.

The cost of doing nothing

With slower rollouts, compliance risks, lost loyalty, and missed revenue, OEMs risk falling behind as faster rivals capture the market.

- Brand loyalty risk**

20% of drivers dissatisfied with IVI would not repurchase the same brand. ²
- Compliance failures**

Non-compliance with safety and distraction guidelines leads to costly reworks. ⁴
- Slower rollouts**

Feature launches take 2x longer without modular platforms, delaying revenue. ³
- Lost digital revenue**

Subscription-ready IVI features missed as revenue grows 25% annually through 2028. ⁵

Discover how HTEC helps OEMs and Tier 1s modernize infotainment.

Connect with our strategy team today.

Footnote/Reference:
1. Automotive Infotainment Market Report, (Fortune Business Insights, 2024)
2. U.S. Tech Experience Index Study, (J.D. Power, 2024)
3. Software-Defined Vehicles Report, (Deloitte, 2024)
4. Distracted Driving Guidelines / Human Factors Report, (NHTSA, 2023)
5. Unlocking the Full Life-Cycle Value from Connected Car Data, (McKinsey, 2024)