# Market Analysis

An important step in development of a new product is to analyze the market. This analysis not only includes the identification of competitors and their offered technologies, but also the investigation of the demand on the product to develop and its future progression.

The subsequent analysis is done in an indirect way so that the presented information is retrieved by querying the internet and putting altogether the retrieved information.

## Current Systems implemented in today’s Cars

There are only a few systems available that help the driver in leaving a parking space. These systems exhibit a huge variety of autonomy. The manufacturers Volvo, Audi and Lincoln sheet park assistance systems that take control over the steering wheel while leaving a parking lot (see <http://support.volvocars.com/uk/cars/Pages/owners-manual.aspx?mc=v526&my=2016&sw=15w46&article=0de24dc68976be2bc0a801513c7e085c> , <https://www.youtube.com/watch?v=G3oO0objPlc> and http://www.instruccionesaudi.com/A3/en\_GB/onboard/o\_m00456.htm. While the steering is done autonomously, the driver has to manually operate the pedals. This kind of systems is mostly restricted to parallel parking.

Mercedes-Benz offers a more autonomous, but also more restricted way of assisted parking. The “Mercedes Benz Parking Pilot” is able to park and leave the parking site autonomously. The quitting of the parking site is restricted to those scenarios in which the Parking Pilot was also used to park the car.

Tesla offers the Summon functionality implemented in its Model S and Model X. It allows a driver to leave its car and park as well as retrieve it autonomously. This feature is restricted to perpendicular parking only (see <https://www.tesla.com/sites/default/files/Model_S_release_notes_7_1_1_us_cn.pdf>).

## Current Systems available from Suppliers

The development of systems assisting a driver in parking and leaving a parking lot can be illustrated by the evolution of the products originating from Robert Bosch GmbH. While the early systems act as it was described by for the manufacturers Volvo, Audi and Bosch (see <http://www.bosch-presse.de/pressportal/de/en/parking-assistance-systems-42313.html>), the current systems are now able to drive itself into and back out of a parking site autonomously (see <http://www.bosch.com/en/com/boschglobal/automated_driving/technology_for_greater_safety/pagination_1.html> ). Another future application of park assistants is the “Bosch Home Zone Park Assist”. It enables a driver to train its car for certain parking situations (see http://us.bosch-press.com/tbwebdb/bosch-usa/en-US/PressText.cfm?CFID=60601650&CFTOKEN=23b02ff4f9992373-1108C7B6-E03B-C6E5-077B127D808AAA01&Search=1&id=726). The car records a route that is driven and it is able to reproduce it even if the starting point of the route is slightly different. On its trained way, the car is able to detect impediments and to react to them.

## Scientific Projects

There exist several projects that target on the same functionality. While the work of Katsev and Braun (see http://slidegur.com/doc/3930571/autonomous-parallel-parking-alex-braun-and-sergey-katsev) seems not to have reached the point where leaving a parking lot is implemented,

Roland Doloczki and Don Kevin Gaubitz produced a working prototype of RC-Car that autonomously leaves a parking space (see <http://www.mechatroniktechniker-nuernberg.de/projektarbeiten-2014-2015/rccar?showall=&limitstart>). To achieve their goal, Doloczki and Gaubitz use ultrasonic and infrared sensors to sense the environment around parked vehicle.

## Development of the market

It is obvious that the demand on systems that perform certain manoeuvres autonomously will increase with the success of autonomous cars. But also in the meantime till these cars make the breakthrough, there might be an increased need for advanced driver assistance systems (ADAS) like parking assistants. Following McKinsey Inc., there will be three eras in the revolution of self-driving cars (see <http://www.mckinsey.com/industries/automotive-and-assembly/our-insights/ten-ways-autonomous-driving-could-redefine-the-automotive-world>). The first era, starting from now and lasting till the late 2020s, is characterized by the first autonomous vehicles being produced and their impact on established car manufacturers. McKinsey states that the premium makers will take an incremental approach to autonomous vehicles by implementing more sophisticated ADAS. This assumption is supported by Statista, assuming that the shipment of ADAS units will increase by more than 500% in the time from 2012 to 2020 (see https://www.statista.com/statistics/429190/global-shipments-of-advanced-driver-assistance-systems/).

One of the buzz word regarding future driver assistance systems is “Valet Parking” which means that a car parks itself after the driver has left it and that the car can be retrieved from its parking position without active control of the driver. Therefore, Valet Parking needs the possibility of a car autonomously leaving its parking site. A research project targeting on Valet Parking was announced by Daimler, Bosch and Car2go in the year 2015 (see <http://media.daimler.com/marsMediaSite/en/instance/print/2645843-20150609-PI-Automated-Valet-Parking-AVP-ENGdocx.xhtml?oid=9151929&ls=L2VuL2luc3RhbmNlL2tvLnhodG1sP3JlbElkPTEwMDEmcmVzdWx0SW5mb1R5cGVJZD0xNzUmb2lkPTk5MTk5NjcmZnJvbU9pZD05OTE5OTY3JmJvcmRlcnM9dHJ1ZQ!!&rs=1>).

## Conclusion

It has been worked out that the systems that are implemented in today’s cars are less sophisticated than the system that is planned to develop. Additionally, the increasing need for ADAS like park assistants has been exposed. However, there are other scientific projects that aim on the same kind of system and that have to be overcome by additional functionality or improved safety and reliability. The major competitor in this sector will be the Robert Bosch GmbH that already demonstrated its product with a real vehicle and that is working together with a lot of important car manufacturers like Daimler or Audi.

The product to develop is based on the recognition of obstacles in the vehicle’s surroundings. The most common used sensors to gain an overview of the ambiance are ultrasonic and laser sensors as well as cameras. Some representatives of these sensors are presented and compared in this chapter.

There exist a lot of ultrasonic distance sensors on the market that are intended to be used in automotive applications. The chosen representatives of these all exhibit a detection range of $1m$ or above. Their switching frequency, operation temperature and price are compared in table \ref{tab:ultrasonic}.

While the low-cost sensors are appropriate for a proof of concept, they are not suitable for an application under real conditions because either their operation temperature lies only above freezing or it is not indicated in the datasheets. The prices of the high-cost sensors are based on the ordering of small amounts and might be renegotiated if higher volumes are commissioned.

Laser distance sensors are especially popular in the context of the obstacle detection that is implemented by Google’s self-driving car. Different representatives of this kind of sensor are contrasted in table \ref{tab:laser}.

All of the presented sensors are designed for the use in automotive applications and therefore fulfil the requirements for our project. In contrast to the ultrasonic sensors, there are no low-cost laser distance sensors that are suitable for the use in a proof of concept.

Comparing available camera sensors on the market is very difficult. Most of the available sensors are designed to be used in model making. The prices of the ones that are intended for automotive applications (e.g. sensors of Ambarella and ON Semiconductor) have to be inquired from the manufacturers. Table \ref{tab:camera} shows two camera sensors that are suitable for a proof of concept that could also be tested under the condition of extreme temperatures.

Since the product to develop