

ALLIED MARKET RESEARCH unpacks the rise of smart glass



As they propel market growth throughout the world, smart glass and window products are used more within both transportation and architecture. Here's why we at ALLIED MARKET RESEARCH have noted how the rise in demand for smart glass in premium projects is accompanying an increase in opportunities for key industry players.

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In recent years the new era of hybrid and electric vehicles has seen a fall in the price of electrochromic materials while raising the demand for smart glass products in several industry verticals - including the transportation and commercial sectors. This already has Allied Market Research projecting a whopping CAGR for the global smart glass and smart window market from 2020 to 2030.

CUSTOMIZATION PRIORITIZED BY LEADING MANUFACTURERS

Today top manufacturers across the world are coming out with commercial and residential smart glass solutions that are combined with added features and technologies. This has

consumers acquiring top-end smart glass solutions that are sturdier and more resilient. Laminated smart glass pieces tend to mitigate damage and avoid harm to people - even in the event of breakage. Indeed to ensure high commercial safety, such smart

glass solutions offer a safe screen by promoting the ability to hold out against unstable forces - thereby further stimulating the adoption rate. Here, high-end energy efficiency and significantly lower maintenance expenses emerge as major factors for smart glass and windows - encouraging their adoption within the architectural segment. Strict energy conservation legislation enforced by several government bodies has also driven their adoption. Besides, favourable government policies and growing support for green buildings have made smart glass the preferred choice within a plethora of industries. For example, smart glass is utilized by Indian Railways in the first-class

bogies of superfast trains - a development that indicates a growing preference across the Asia-Pacific region.

CADILLAC CELESTIQ

Noteworthy here is the recent announcement by General Motors that the company will invest over USD 81M in its technical centre in Michigan to make the campus to design CELESTIQ, Cadillac's future flagship sedan - signifying a new-fangled, renaissance era for the brand. Both the transfer and distribution of an all-inclusive flagship by Cadillac are anticipated to be deployed by 2023 as the vehicle's official debut is imminent. As affirmed by the





ally. Not only. There were disruptions in the exports of Chinese parts, which negatively impacted the global smart glass and smart window market. However, as the economy started recovering, so too did the demand for new and inventive products - even to a considerable extent. Now business organizations are looking forward to investing in innovative, next generation products - utilizing novel technologies to heighten the anticipated customer demand.

president of General Motors, every model will be exclusively-crafted by a proficient team of specialists at the technical centre. Indeed, announcement of the investment highlights the company's commitment towards this excellent Cadillac which boasts such exceptional technology, engineering, and design.

The full-glass roof of CELESTIQ will be among the first to promote a SPD and four-quadrant glass. With smart glass aboard, passengers will have their occupancy space diminished while enjoying roof transparency. Together with the driver, the front-seat passenger will relish a pillar-to-pillar asymmetrical display with a dynamic sense of privacy to help

alleviate any potential driver distraction. At the same time, the rear-seat passengers will have bespoke viewing screens for their entertainment. Console screens between seats, on the other hand, will cancel out any modified comfort settings to reduce distraction during entertainment.

Designed by REFR, the Smart light control film is a key smart glass module. This allows occupants to control the dyeing of plastic or glass products promptly and accurately - either at the mere touch of a button or with the help of mechanical settings. Today products utilizing this smart glass technology are being extensively used in an array of cars, yachts, airplanes and

trains, even if its usage for residential and commercial purposes has witnessed a sharp incline.

COVID-19

Finally it's worth a mention that the pandemic led to a stalling of production within the electronics sector. That, in turn, gave way to huge manufacturing interruptions glob-

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