Experiences and Capabilities of LG

LG has a unique capability covering full-chain for connected services from technologies and devices to cloud, partnerships and operation.

**Technologies and devices**
- Global market leader in telematics since 2009 (30%+ market share)
- World’s first embedded LTE telematics commercialization (14.2Q)
- World’s top LTE and 5G standard technologies
- Rapporteur company of V2X on LTE
- Top tier company for smart phone and wearable devices
- Top tier company for smart home appliances

**Cloud Platform**
- Service delivery platform, Data analytics platform/services/device portfolios, Device/User Authentication
- Supports standard protocols like One M2M, Google Weave, etc.
- Platform versatile to external connections (Open API)

**Operational Experience & Know-How**
- Services provided in 125 countries worldwide
- More than 30 million connected devices

**Why LG?**

**Expanding Open Partnerships**
- Currently expanding partnerships for IoT services
- Platform, service, content, device providing businesses
Assistant Integration in Leopard Platform

LGE successfully integrated Alexa and Google Assistant on Leopard Platform

Vision

- Seamless interaction between driver, vehicle and the outside world through personal assistant

Key Features

- Amazon Alexa and Google Assistant are available in Leopard Platform (LGE Genivi Platform)
- Possibility to use your own skills to control platform app using Alexa skills kit.
- Control phone application via Matermind¹ Alexa Skills.
Connected car platform

Based on Smart Home environment, dedicated vehicle module are being developed.

1. **Smart Home/IoT module**
   - Basic application module for **Seamless and E2E UX**
   - Based on Smart Home/IoT module, infrastructure and common cloud platform can be designed

2. **Service/Contents aggregation module**
   - Based on the service aggregation module for Smart Home/IoT module, more services can be aggregated for **richer in-vehicle UX** with business model development

3. **Personalized service module**
   - Utilizing Smart Home/IoT module and Service aggregation module, **personalized vehicle** can be specified with designed UX and business model

4. **FOTA module**
   - **Service update and maintenance** can be done with device update
   - Target device needs to be identified for target UX