

# 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)

## Why LG?

### Expanding Open Partnerships

- Currently expanding partnerships for IoT services
- Platform, service, content, device providing businesses



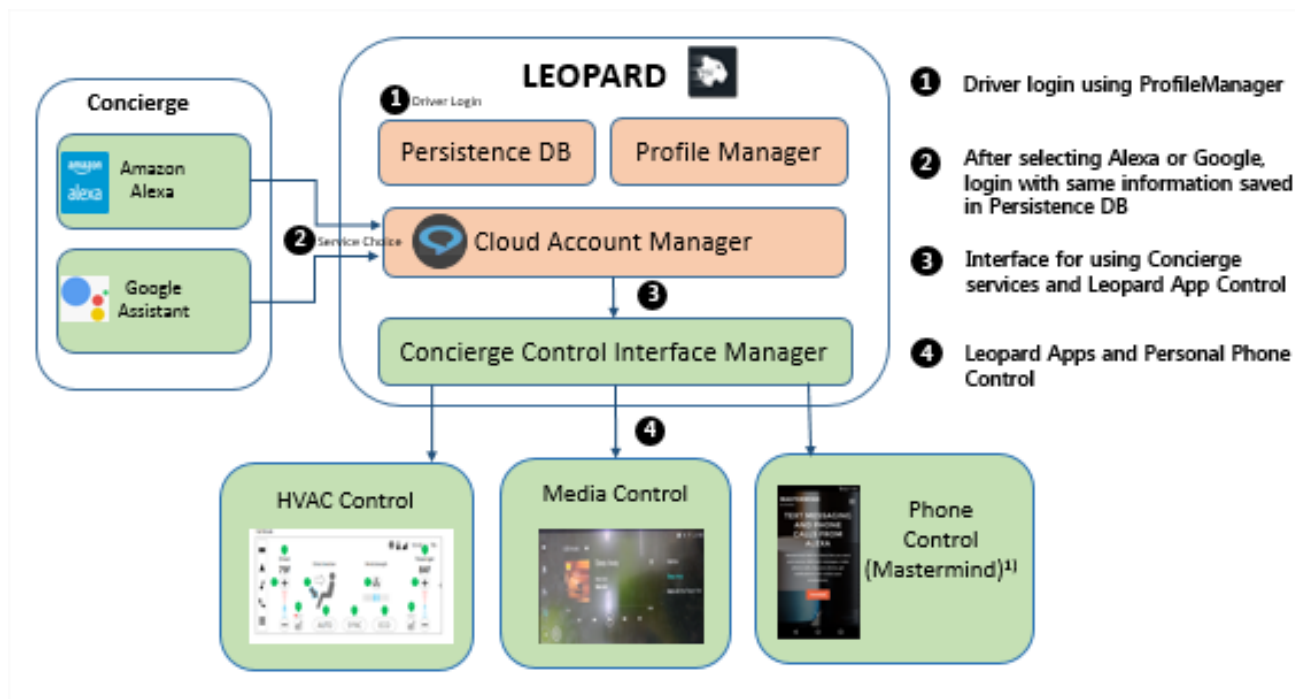
### Operational Experience & Know-How

- Services provided in 125 countries worldwide
- More than 30 million connected devices



# Assistant Integration in Leopard Platform

## LGE successfully integrated Alexa and Google Assistant on Leopard Platform



### Vision

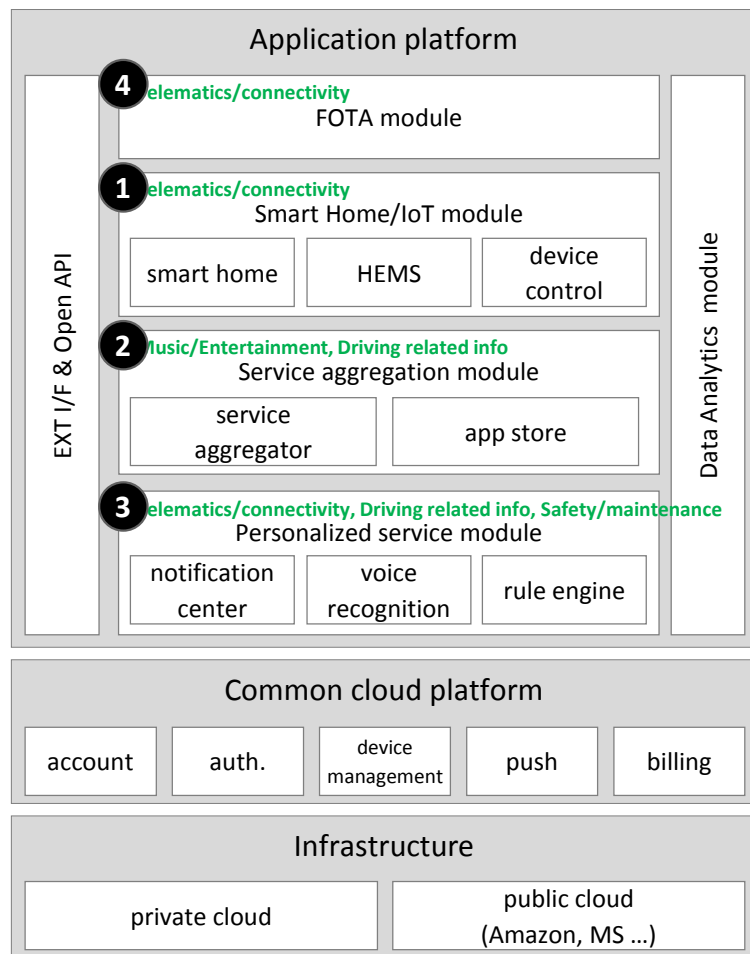
- Seamless interaction between driver, vehicle and the outside world through personal assistant

### 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 Matermind<sup>1</sup> 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