

SOAFEE & LG Electronics

"Welcoming SOAFEE Members: Leading the Future of AI-Powered Software-Defined Vehicles Together"



Present by Dongwook Kim

SVP, Head of B2B Advanced Tech Center

- Leading the Advance Tech for Mobility, Data, Healthcare etc



Key Challenge of Legacy Auto Industry

The transition to Software-Defined Vehicle (SDV) is essential to provide continuously updated features and services even after the vehicle is released.

Today's challenges with automotive software



Long time to Market

The customer demands new features throughout the vehicle lifecycle, but it takes a long time for OEMs to implement software updates and add new functionalities

No monetization after SOP

The traditional automotive market has seen stagnant growth over the past 10 years, and new monetizable software features are still limited.

High testing & integration costs

Developing new features incurs significant costs for testing and integration

Costly maintenance

Maintaining legacy software, such as security updates, over the vehicle's lifespan (10-15 years) is becoming increasingly costly.

Complex requirements

Due to increasingly complex software features, OEMs and suppliers face difficulties in defining requirements in advance.



***“ Driving AI-Powered SDV Innovation
with SOAFEE and Cloud-Native Solutions “***



Leading the AI-Based SDV Journey with SOAFEE

- Partner with SOAFEE to lead AI-based SDV innovation.
- Driving smarter, safer, and more connected vehicles.
- Shaping the future of automotive technology together.



Open Source Community Collaboration

- Complexity requires joint efforts, not individual ones.
- Sharing resources and expertise is essential.
- Collaboration accelerates innovation and quality



Cloud-Native Approach for Automotive Applications

- Automotive software will grow like smartphone apps.
- Cloud-native methods ensure scalability and flexibility.
- Continuous enhancement of vehicle features and services.



LG Electronics Board Member in SOAFEE

- Active board member of SOAFEE.
- Supporting cloud-native innovation in automotive.
- Fostering collaboration and business opportunities.

THANK YOU

for your time and attention