

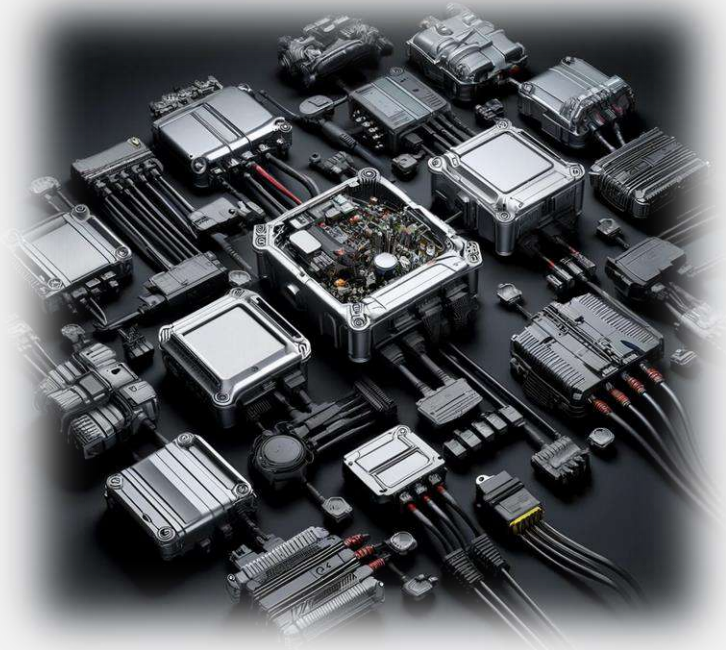


# Beyond the Road: Navigating the SDV Transition



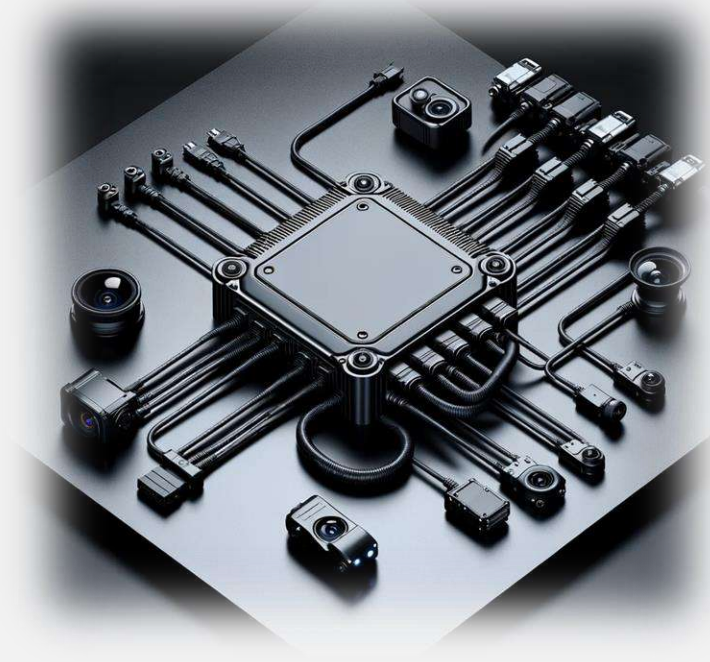
# The SDV Transition

The end of ECUs-fueled growth?



## Distributed Architecture

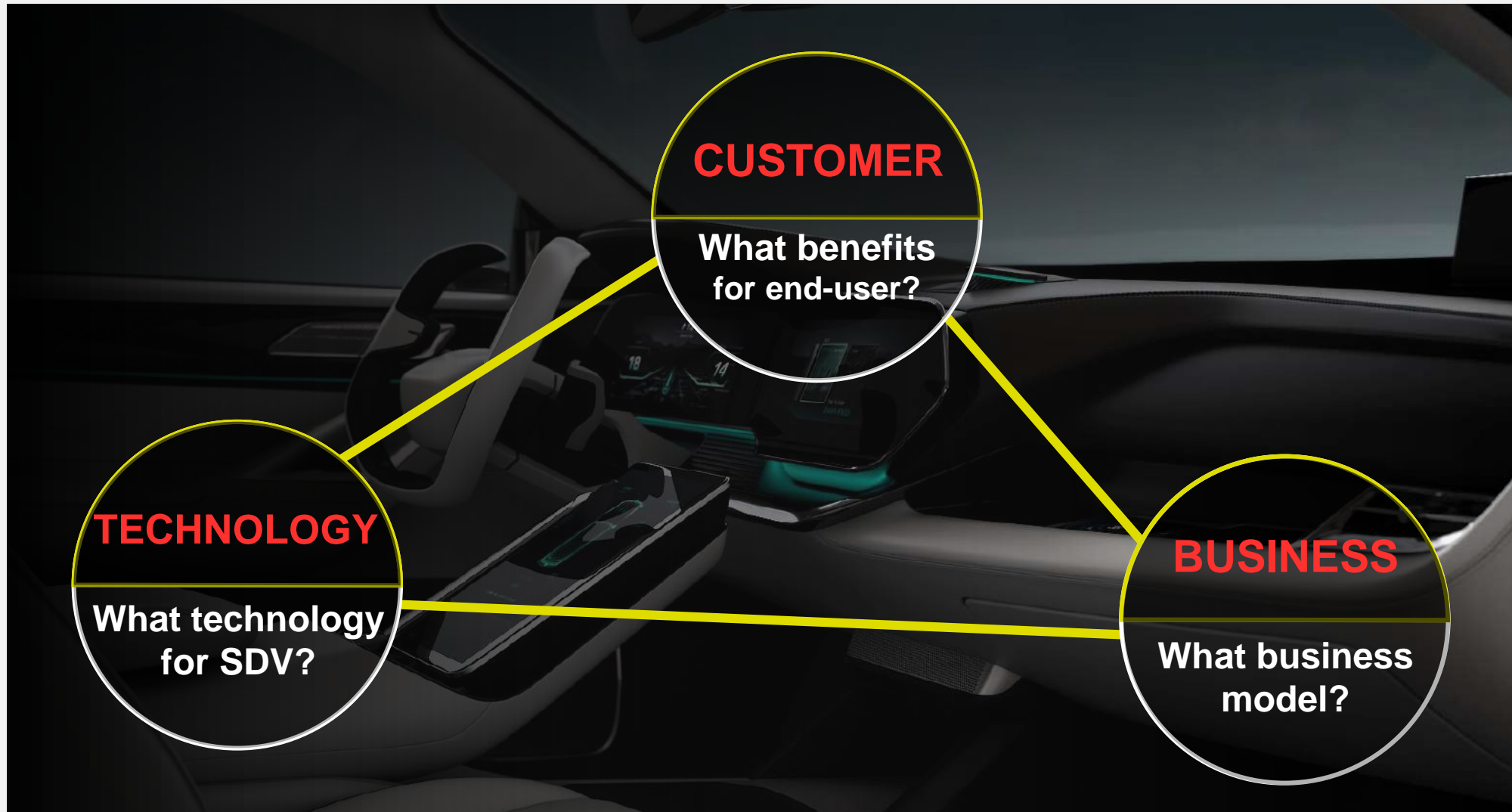
Functionally isolated ECU offering various business opportunities



## Centralized Architecture

Central Server with more limited ECU business opportunities

# How to approach SDV in an holistic way?





# SDV from the Technical Side

Toward a universal Vehicle OS?

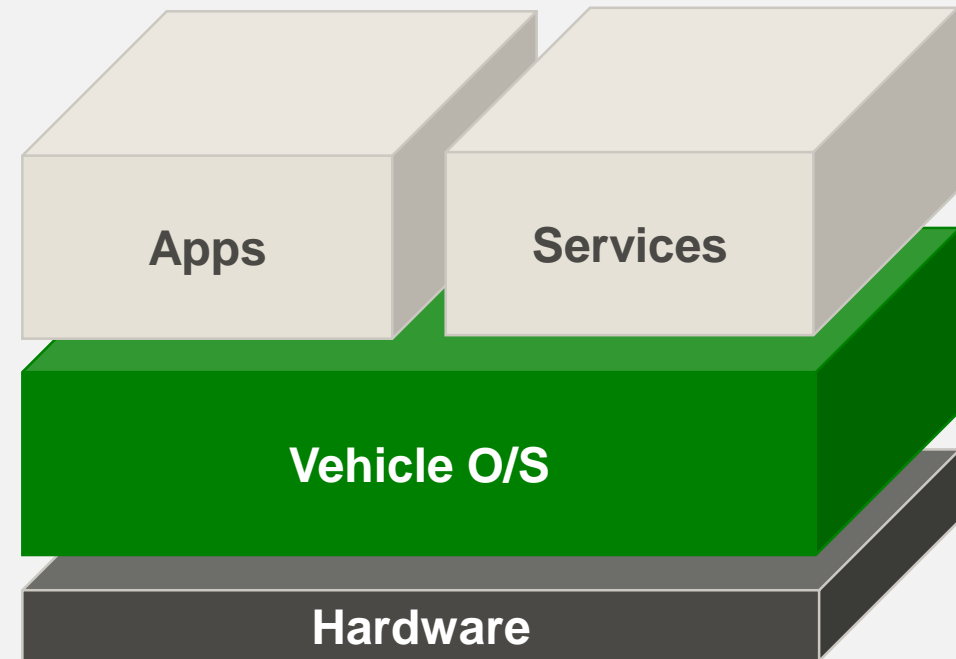


# Towards a universal Vehicle O/S?

aka “ The big box in the middle “

## What the industry wants:

- ✓ Build once, run everywhere
- ✓ Maximum reusability of SW asset
- ✓ Large eco-system

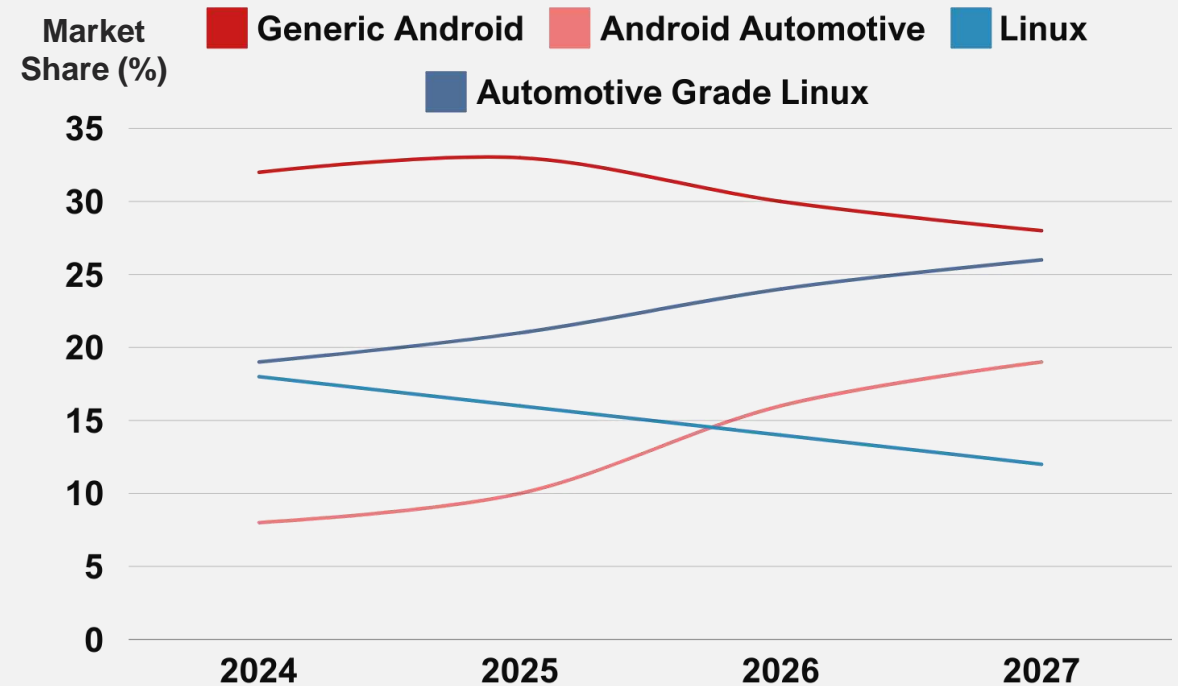


# Towards a universal Vehicle O/S?

aka “ The big box in the middle “

## What we have:

- ☑ The weight of legacy
- ☑ Fragmentation
- ☑ Diverse middleware on the top

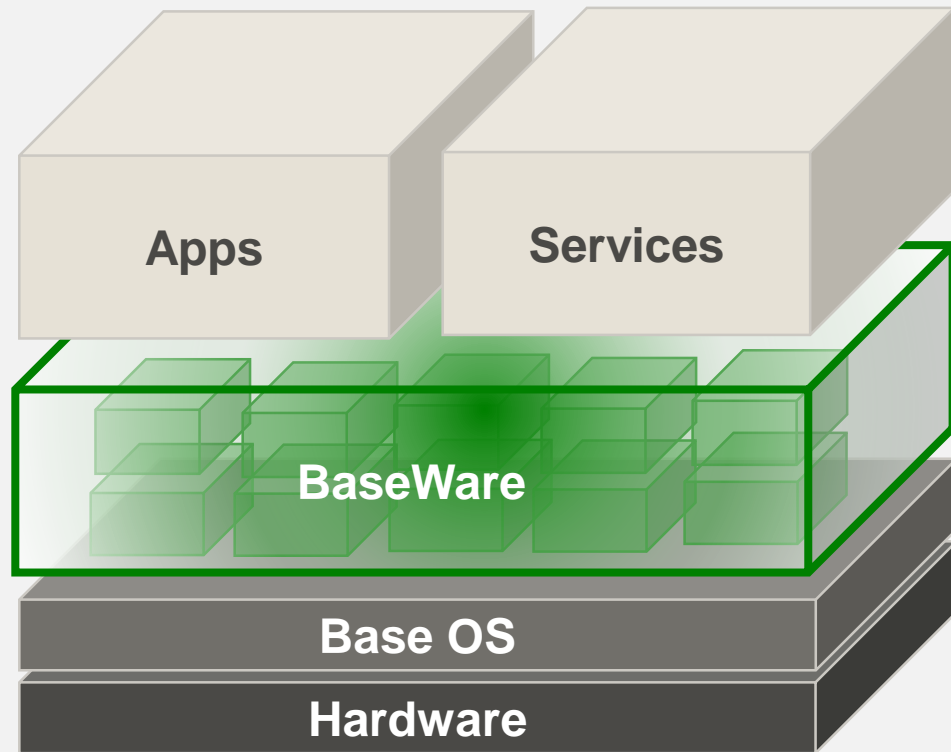


Source: IHS Markit via S&P

# Towards a universal Vehicle O/S?

aka “The big box in the middle”

## BaseWare



01

### “A la carte” Offering

- Over a dozen of components in various domains.
- Cherry-pick based on your needs.

02

### Open-Source Initiative

- Large open-source release of SW components
- Support consortium initiatives (SOAFEE, Eclipse

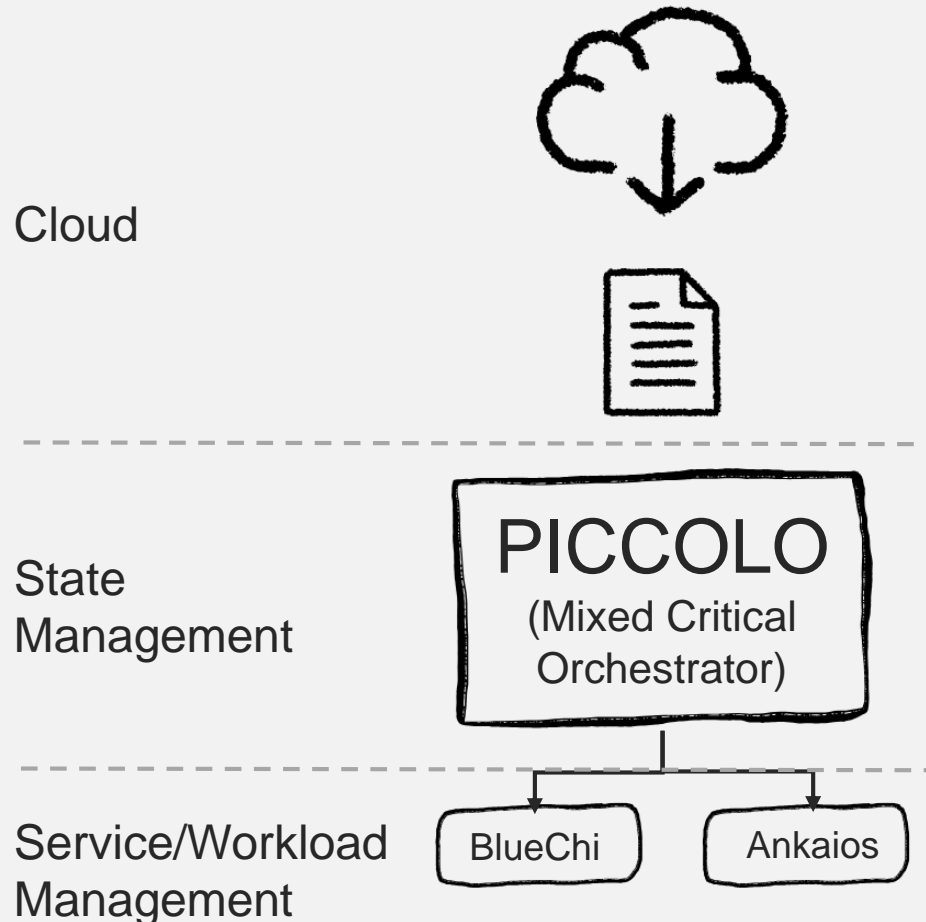
03

### <sup>SDV</sup> Universal Components

- O/S agnostics components
- Low-coupling architecture

# Towards a universal Vehicle O/S?

aka “ The big box in the middle “



## Piccolo allows:

- ☑ To define scenario as text, like a state machine
- ☑ To simplify management of increase of services
- ☑ To add and modify user-scenarios after release

## LG Contribution:

- ☑ Open-Source release of Piccolo
- ☑ Contribution to Eclipse SDV
- ☑ Pre-Integration with key Service Systems





# SDV from the Customer Side

Living Space on Wheels



# Living Space on Wheels

What customer wants?

“Driver Experience”

**58%** prefer driving  
without AD

“Passenger Experience”

**43%** see cars as a form  
of personal space



Courtesy of LGE CX Center

Customer buy **experiences**, not products.

# Living Space on Wheels

What customer wants?

# PlayWare

Passenger Experience



**Unrivalled content experience with Native Apps** Netflix, YouTube etc.

- Supporting World's most popular apps
- Faster response & Lower memory usage
- Customer-friendly UX / UI Optimization
- Spatial Sound Up-Mixing Support

# Living Space on Wheels

What customer wants?

**Single Engine to unify the digital experience of the driver.**

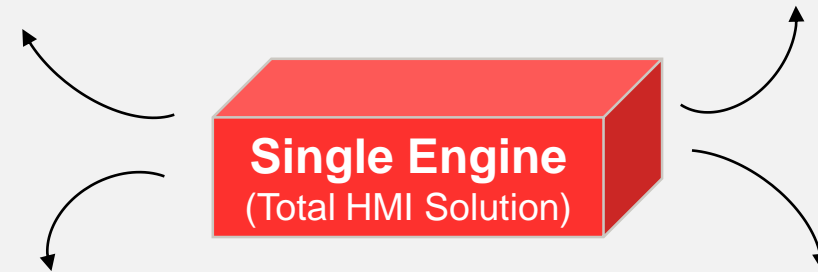
- ☑ Support various AR and MR based view
- ☑ Procedural 3D generation from 2D maps
- ☑ Flexible content aggregation

# MetaWare Driver Experience

AR HUD



AR Navi View



3D Confidence View



Immersive 3D Map View  
from 2D SD Map

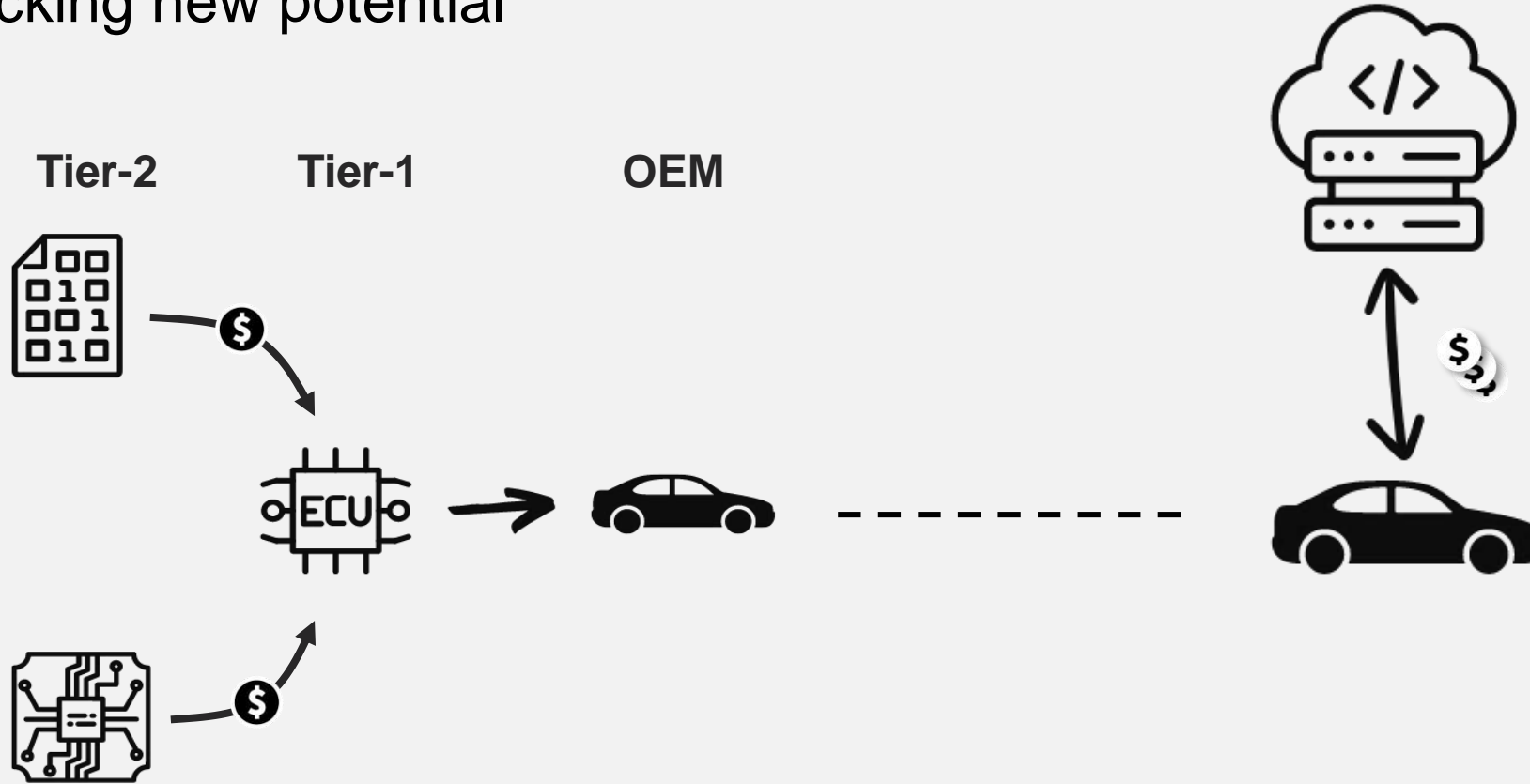


# SDV from the Business Side

Unlocking new potential

# The Business Side of SDV

Unlocking new potential

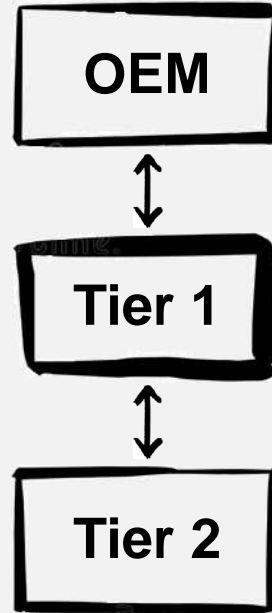


**From** one-time sales

**To** continuous revenue stream

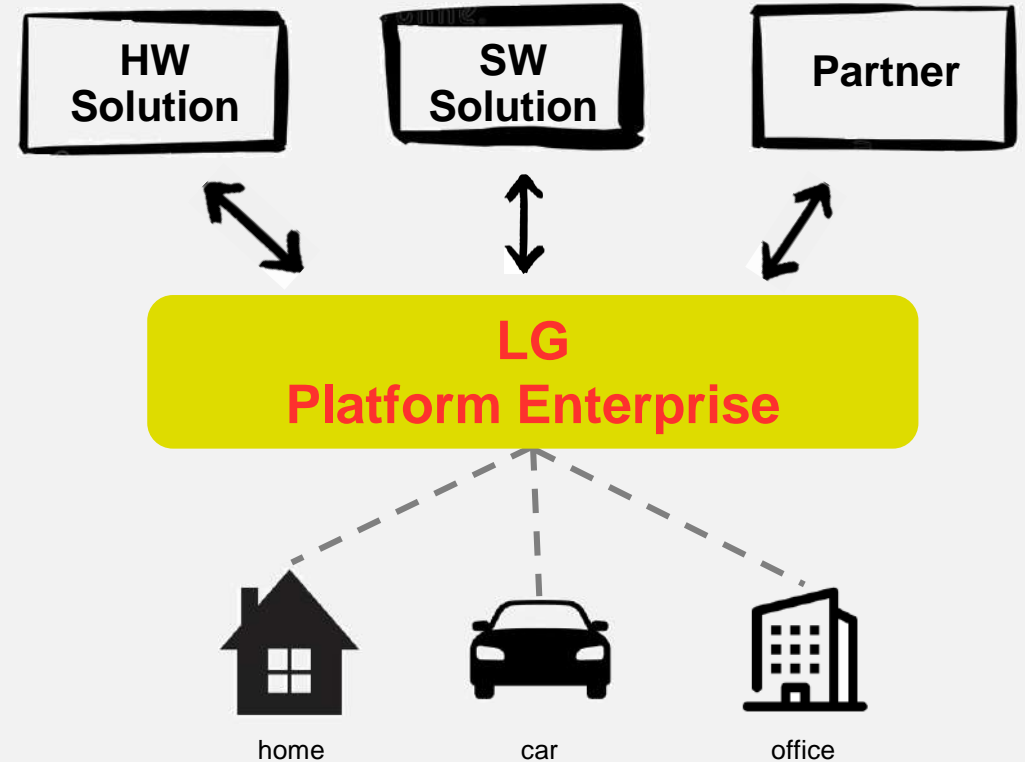
# The Business Side of SDV

From competition to coopetition



## Chain Type Structure

Well-defined business boundaries



## Platform Structure

Emergence of an ecosystem with blurred boundaries

# LG SDV Solutions

Powered by **LG** Ware

TECHNOLOGY

Flexible  
Vehicle OS

CUSTOMER

Living Space  
on Wheels

BUSINESS

Coopetition  
Model

## Driving better future mobility





**Thank you**