



webOS Auto

Infotainment platform that focuses on connectivity, autonomous driving, and shared mobility

Introduction

The focus of attention in the automotive industry is shifting from drivers to passengers, due to the emergence of autonomous driving and shared mobility service. webOS Auto provides features and functionality that enable an infotainment system to offer improved comfort and convenience to passengers. Display control and multimedia capabilities that webOS has accumulated in the world of smart TVs and digital signage are now extending to the automotive digital cockpit system to provide the best passenger services. Experience our differentiated automotive solutions with the benefit of the ecosystem that webOS has built up out of 70+ million smart devices.

Benefits

- An out-of-the-box platform that provides the shortest path from silicon to cloud
- White-labeled platform to enable easy brand differentiation
- Linux-based open-source platform with high reusability and scalability
- Updates with backward compatibility to ensure that the services are up-to-date
- Security patches periodically delivered for secure operations

Effortless Adoption

webOS Auto is an out-of-the-box platform that incorporates all essential components such as multimedia processing, multi-display control, connectivity, security, etc. Those components are pre-integrated so that the platform adoption can be done with less effort. In addition to the platform's features, webOS Auto's scalability established on its script-based framework and service-oriented architecture enables

easy integration of new services. The carmakers can utilize webOS Auto's holistic 3rd party ecosystem that is vertically integrated from a silicon vendor to a cloud platform. With webOS Auto, the carmakers can reduce time to market and implementation / maintenance costs and quickly respond to customer needs that are radically changing over time.

Differentiated User Experience

webOS Auto is delivered as a white-labeled platform so that the carmakers can easily realize their own brand differentiation. Also, all data obtained by webOS Auto will be provided to carmakers. The carmakers can leverage the data

to build their own services and business models such as autonomous driving solutions, MaaS (Mobility as a Service), fleet management service, payment service, etc.

Sustainable Platform Management

LG maintains platform support for the period required by the carmakers so that they can solely focus on brand differentiation. Updates with backward compatibility ensure that carmakers run services up-to-date for the period that

is based on customer needs. Security patches and feature upgrades are also periodically delivered to secure stable service operation.

Services & Solutions

Platform Services

- Multimedia Playback
- Security Service
- SW-Update : FOTA (Firmware Over The Air)
- AI (Artificial Intelligence)
- Multi-Display
- Web Browser
- Personalization
- Enhanced Database
- Up-to-Date Web Technologies
- Enhanced IPC Mechanism
- Diagnostic
- Fastboot
- Connectivity
- Internalization

Partner Solutions

- Streaming Media Services
- HMI
- Navigation
- Speech / Gesture Recognition
- Connected Cloud Platform
- Internet Radio
- Phone Projection
- Authentication
- Payment

Use Cases

Traditional Rear Seat Entertainment

In traditional RSE (Rear Seat Entertainment) system, media streaming service is of most crucial importance. webOS, as an operating system for LG smart TVs, has specialized in various media content services and forged a wide range of

partnerships. By choosing webOS Auto, it is guaranteed that carmakers become problem-free from complex technical issues arising from DRM, screen casting / mirroring, media players, and so on.

Shared Mobility Service

Providing personalized passenger services is one of the key elements of a shared mobility service. webOS Auto provides the features for authenticating passengers to an RSE system and allowing them to use apps and services that they use on their mobile phone on a car display with minimum interactions. As soon as the RSE system identifies the passenger, all the saved settings, such as language, accessibility needs, and currency, that the passenger previously set will be automatically loaded. In a shared

car, multimedia services are also important in providing entertainment for the passengers. webOS Auto allows multimedia services to serve multiple passengers individually or in a shared manner – even more than four passengers can use own individual displays. Mobile service providers can offer differentiated user experience and expand their business domain by running content services and stores on webOS Auto.

Beyond Mobility Service

webOS Auto provides the playground on which carmakers and mobility service providers can build a revenue-generating model with on-demand services ranging from shopping, video-on-demand, advertisement, to data-oriented services. Carmakers and mobility service providers can benefit from

the ecosystem of webOS Auto that includes pre-integrated solutions and services. Also, fleet operators can maintain their vehicle fleet and services efficiently by using the fleet management service of webOS Auto.

Learn More

Please visit the LG Software Solutions website swsolutions.lge.com and get more information about webOS Auto. The website offers useful resources you need to get started with webOS Auto, along with other solutions for the automotive industry.



Contact Us

For further information on webOS Auto.

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