

# LG Revs Up to Launch Smart Life Solutions for Indian Auto

Builds 2,500-strong team in Bengaluru, may roll out EV charging solutions: Exec

Writankar Mukherjee

Seoul: South Korean electronics major LG Electronics is venturing into the automotive business in India through partnerships with automobile majors like Hyundai, Kia and Renault to make advanced auto parts like cockpit electronics, connectivity solutions and infotainment systems.

The company has also built a team of 2,500 engineers in Bengaluru for developing such products globally, LG's global head for the business Valentin Janiaut said.

The company spokesperson further said the group has launched electric vehicle (EV) charging solutions in Korea and the US, and is "paying attention" to India for a roll-out since it's also a fast-growing EV market. "However, nothing is confirmed yet," she said.

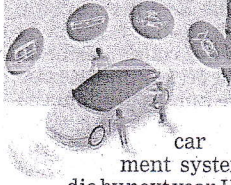
Janiaut, who is the software solutions task leader for the vehicle component solutions business at LG Electronics, said Hyundai and Kia may launch LG's PlayWare entertainment platform for in-

## Next Leap

MOBILITY SOLUTIONS  
BUSINESS PUSH

Benefits: Higher profits,  
revenue growth

Almost 50% of global  
revenue to come from  
B2B products vs 30%



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VALENTIN JANIAUT,  
Software Solutions  
Task Leader, Vehicle  
Component Solutions  
Business,  
LG Electronics

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car infotainment systems in India by next year. He said the company will add localised content in the platform for India in areas like news, music, movies and parking solutions.

"We are interested to explore other collaborations in the Indian market apart from the existing ones with Hyundai, Kia, Renault and Volkswagen," said Janiaut. "There will be a price impact for these products and solutions in

the car and not every model sold in India, especially the entry-segment, may have these," he said.

The foray into mobility solutions business in India is part of LG Electronics' transformation from a consumer electronics company to smart life solutions company by 2030. LG expects the transformation into a smart solutions company will aid higher profits and revenue growth, and almost half of its global revenue will come from business-to-business products as

compared to 30% now. In India, LG is the largest home appliance manufacturer such as refrigerators and washing machines, and is a leading player in air-conditioners and televisions. The company has 2 plants in the country.

LG has developed AlphaWare, a software defined vehicle platform designed to help car manufacturers deliver home-like comfort and connectivity to drivers and passengers. PlayWare, MetaWare and VisionWare are the three LG AlphaWare core solutions that are designed specifically for the consumer.

While PlayWare is an entertainment platform for in-vehicle infotainment experience, MetaWare connects the driver with the vehicle and the outside world through augmented reality to make driving safer. VisionWare analyzes the behaviour of the driver and the passenger through an advanced monitoring system to prevent distractions and hazards that may occur when driving.

(The reporter is in Seoul on an invitation from LG Electronics)