



## **LG ELECTRONICS AND HERE TECHNOLOGIES PARTNER ON AUTONOMOUS CARS**

*Partnership to Implement Next-Generation Telematics Strategy in Self-Driving Era*

**SEOUL, Dec. 27, 2017** — LG Electronics (LG) is partnering with HERE Technologies (HERE), a global provider of digital mapping and location services, to offer a next-generation telematics solution for autonomous vehicles. The solution combines LG's advanced telematics technology with high-precision map data and location services powered by the HERE Open Location Platform. Through their planned collaboration, the companies aim to support automakers globally with a robust and secure data communications hub for highly automated and fully autonomous cars.

Telematics is an industry that is defined as the integration of telecommunications and informatics to provide vehicle safety and entertainment services such as navigation, location confirmation and emergency dispatch through various communication technologies, from GPS and DMB (Digital Multimedia Broadcasting) networks to Bluetooth, Wi-Fi and mobile communication. LG, the leader in the global telematics market since 2013, is committed to introducing next-generation solutions that offer high-precision map information to meet the needs of the quickly expanding autonomous vehicle industry.

HERE is the world's leading provider of map data and location services to the automotive industry, powering more than 100 million cars on the road today. The company is also working with automakers on the development of HD Live Map, its highly-accurate cloud-based map service which supports connected ADAS (Advanced Driver Assistance Systems) and automated driving solutions. HD Live Map, which LG intends to deploy in the joint solution it offers automakers, identifies all roads and surrounding features such as lane markings, stop signs, crosswalks, speed signs and traffic lights. The importance of the company's intellectual property and potential was highlighted in 2015 when a

consortium of global automotive companies – Audi, BMW and Daimler – acquired HERE. The company has since also welcomed additional investors from the broader technology industry.

When fully developed, telematics will play a key role as the communication hub for autonomous vehicles. First, sensors in the vehicle’s ADAS – comprised of cameras, radar and lidar – read the surrounding environment and send the data to the cloud along with information on nearby vehicles collected via V2X (Vehicle-to-Everything). All the information gathered is repeatedly analyzed and transmitted to the telematics systems of vehicles for customized driving information.

LG’s telematics solutions support various communication technologies from GPS to Bluetooth, Wi-Fi and mobile communication. LG engineers are working earnestly to develop 5G products, which will be four to five times faster than LTE with 90 percent reduction in latency, ideal for next generation autonomous vehicle operation.

“We’re excited to present a new standard for autonomous mobile communication solutions in cooperation with HERE, which has unsurpassed cutting-edge automotive guidance technology,” said Lee Woo-jong, president of the Vehicle Components Company of LG Electronics. “With partners like HERE, LG can continue to advance the next generation of connected car technologies to help prepare automakers for the self-driving era.”

“To operate safely and efficiently, autonomous vehicles will need many kinds of robust data sources and powerful communication technologies,” said Moon Lee, vice president of HERE Technologies APAC. “We believe our Open Location Platform-powered services can play a critical role in next-generation telematics technology for autonomous vehicles, and we’re excited to be working with LG to make this a reality.”

###



**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing 75,000 people working in 118 locations around the world. With 2016 global sales of USD 47.9 billion (KRW 55.4 trillion), LG comprises four business units — Home Appliance & Air Solution, Mobile Communications, Home Entertainment and Vehicle Components — and is one of the world’s leading producers of TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2016 ENERGY STAR Partner of the Year. For more news and information on LG Electronics, visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

**About HERE Technologies**

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit [360.here.com](http://360.here.com) and [www.here.com](http://www.here.com).

*Media Contact:*

LG Electronics, Inc.  
Juah Kim  
+822 3777 3981  
[juah.kim@lge.com](mailto:juah.kim@lge.com)  
[www.LGnewsroom.com](http://www.LGnewsroom.com)

HERE Technologies  
James Etheridge  
+49 151 1004 1241  
[james.etheridge@here.com](mailto:james.etheridge@here.com)  
[www.here.com](http://www.here.com)