

Discovering the Best Automotive Display Solution for Tomorrow

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The automobile industry is shifting from internal combustion engine (ICE) that use fossil fuels to electric vehicles (EVs) that use electric energy. Also, the definition of automobile is changing from traditional simple mobility to a moving space. People can enjoy more entertainment in this kind of new moving space as it creates more room for possibilities.

Future automobiles are keep evolving to what we call “Smartphones on Wheels”. The Software-Defined Vehicle (SDV) will continuously upgrade the vehicle by adding new features throughout its life cycle and improve the user experience. Like smartphones, it updates software through high-speed network or In-car satellite, and controls hardware by software. Moreover, E/E architecture is undergoing a major change as the high-performance CPU, a cornerstone for the future automobile, is being embedded in a vehicle. The SDV will bring four major revolutions in automotive display: Screenification, Power Management, Safety Enhancement, and Communication.

LG Display has grown to be the world's No. 1 automotive display supplier and is preparing for a new big step for upcoming automotive revolution. We aim to become “The Best Display Solution Company” under the value of “Customer First”, and we will provide the best solutions that exceed customer expectations by achieving the highest level in all areas. LG Display ultimately pursues to realize customers' dreams and wishes. LG Display has secured the world's No. 1 with an overwhelming market share by adopting the world's first OLED for automotive industry. And, we are forming “OLED Camp” with the world's best premium car brands. We opened the market by introducing the world's first OLED, and now preparing a new OLED. We are also preparing a new step for LCD, which has led the market with large-size LCDs.

LG Display will continuously make an effort to be a market leader by developing advanced technologies, and mass producing the products in a timely manner for better products and customer satisfaction. We look forward your interests to LG Display as we are making continuous efforts for customer's satisfaction.