



LG Innotek to show off self-driving tech at CES

By Jo He-rim and Jie Ye-eun

LAS VEGAS — LG Innotek said Thursday it will showcase a series of its latest innovative technologies and products related to autonomous driving and the metaverse at the Consumer Electronics Show 2023 set to be held from Thursday to Monday in Las Vegas.

It will mark the first time the electronics component manufacturer opens a booth to the public at the annual event, the world's largest tech convention. Previously, the company had only invited clients to introduce new products.

In line with this year's CES trend, which is focusing on post-pandemic innovative industries that are expected to change people's everyday lives in the future, LG Innotek will introduce technologies for electronics, optical solutions and substrate materials that have been in the pipeline for years, the officials said.

The highlight of the firm's booth is the automotive solution zone. It will show various electronic components that will likely lead to the future of level 5 self-driving. It will showcase for

the first time its sensor fusion product, which combines a camera module with radar technologies to improve sensing performance and driving stability in various unfavorable conditions.

LG Innotek, which has topped the smartphone camera module market since 2011, will also tout its advanced optical technologies this year. The high-magnification optical telephoto zoom camera module, the CES 2023 innovation award-winning product, will be unveiled to the public for the first time at the event.

The company will also show high-value-added substrate products such as the 2-metal chip on film essential for realizing high-definition display on virtual reality devices. Visitors will be able to wear glasses to experience VR technology that is made of a high-tech 3D sensing module. It will introduce its flip chip ball grid array at this year's event.

"We expect this year's open booth at the CES to become a great opportunity to show the unrivaled technological capabilities and global competitiveness of LG Innotek that will innovate future everyday life," LG Innotek's CEO Jeong Cheol-dong said.

(herim@heraldcorp.com)
(yeeun@heraldcorp.com)



Reporters take a look at LG Innotek's promotional booth at the Consumer Electronics Show (CES) in Las Vegas, Wednesday.

Courtesy of LG Innotek

LG Innotek goes all in on self-driving

By Baek Byung-yeul
baekby@koreatimes.co.kr

LAS VEGAS — LG Innotek showed its commitment to the self-driving car and metaverse sectors as the IT parts and auto parts maker decorated its booth at the Consumer Electronics Show (CES) with technologies and components that can lead the emerging businesses, according to the company Wednesday.

The company set up its promotional booth in the West Hall of the Las Vegas Convention Center. This is the first time for LG Innotek to have a booth for the general audience.

"We decided to meet with more visitors to meet the recent trend of the world's largest tech show that highlights businesses that can change everyday life in the wake of the pandemic such as mobility, the metaverse, sustainability and digital healthcare," a company spokesperson said.

Its exhibition booth consists of four zones — the automotive solution zone, the camera solution and metaverse zone, the substrate and material zone and the power solu-

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tion for sustainable energy zone.

Among the products, the company showcased its parts for self-driving cars. The company said its auto parts will be essential for level 5 autonomous vehicles, referring to fully automated vehicles.

In the automotive solution zone, the company displayed cam-

era modules, a core component to monitor driving conditions, LiDAR modules to scan the surrounding environment of a vehicle through 360-degree directional sensing and modules that detect the direction, speed and distance of objects.

The company also came up with components for smartphones and metaverse devices. In particular, it displayed a high-magnification optical telephoto zoom camera module, a smartphone component that maintains the high-magnification performance and linearity even when shooting objects some distance away.

Visitors can wear glasses to experience the virtual reality (VR) world made by the company's high-tech 3D sensing module. The two-metal chip on film (CoF), an essential part for visualizing high-definition displays on VR devices, is also on display.

"LG Innotek expects that the first open exhibition at CES 2023 will become a good opportunity for showing the public the unrivaled technological capabilities and global competitiveness of the company that will innovate the future everyday life," Jeong Cheol-dong, CEO of the company, said.