



eltic-Plus⁺

Smart Connected World



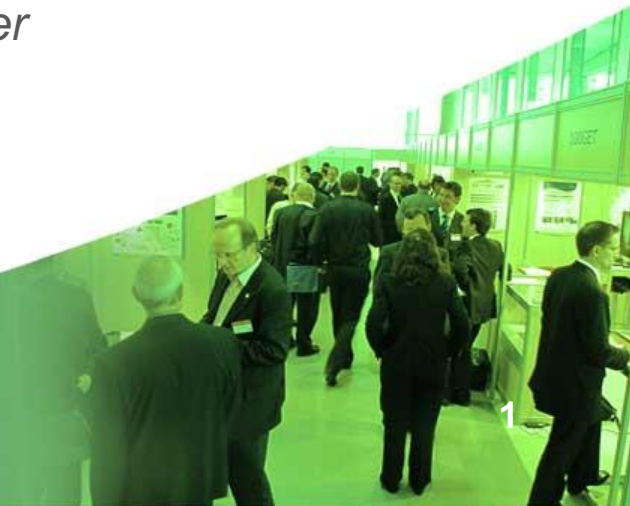
Celtic-Plus Event
28-29 April 2016, Stockholm

**« On the way to Autonomous Driving: A chance for
small and medium sized enterprises »**

*Konrad Becker, Planning Manager
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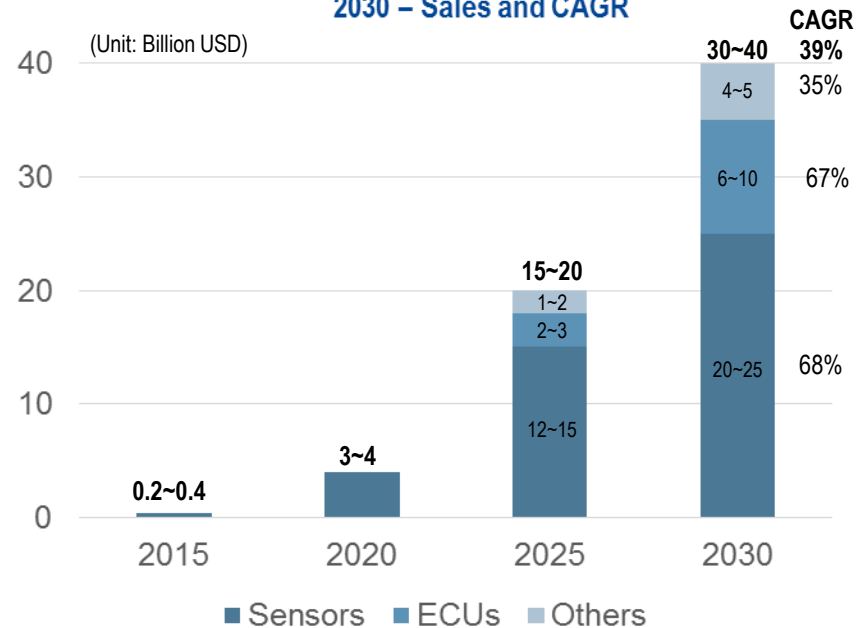
SUNGWOO
mobile





Revolutionizing the Automotive Industry From Advanced Driver Assistance Systems (ADAS) to Autonomous Driving.

Worldwide Innovation for Autonomous Driving until
2030 – Sales and CAGR



A chance for electronic and IT business to establish themselves as players in the automotive industry

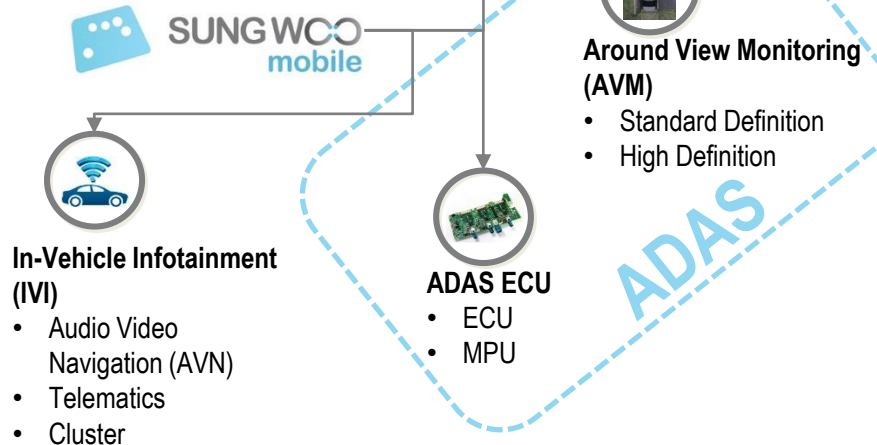
Source: Nemo Analysis, Techno System Research, 2013-2014



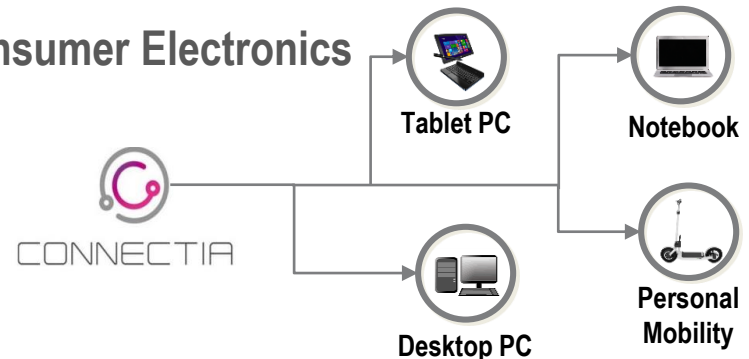
SUNGWOO
mobile

Name of Company	○ Sungwoo Mobile
Established	○ 2005. 04. 29
President	○ Ki Hyuk Kim
Location	○ #1307, Daeryung Technotown 15 Simindae-ro 401, Dongan-gu Anyang-si, Gyeonggi-do Korea, 431-060
Main Business	○ Manufacturing & Services
Total Employees	○ 100 (80% R&D)
Turnover	○ 20M USD

Automotive Electronics



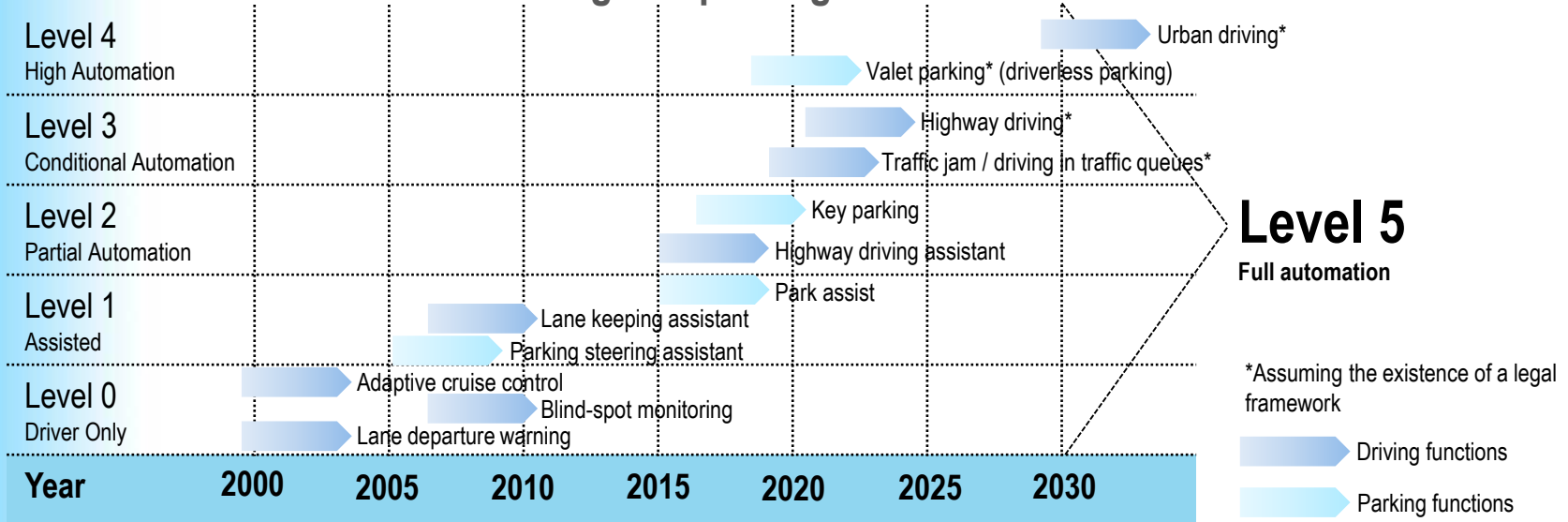
Consumer Electronics



Proposal Introduction

Our Vision: Becoming a global supplier for autonomous driving technology

Introduction of automated driving and parking functions



Source: VDA, From Driver Assistance Systems to Automated Driving, 2015

Sungwoo Mobile

AVM

Around View Monitoring (AVM)

Provides a seamless 2D and 3D surround view of the car's environment.

ADAS ECU

Advanced Driver Assistance System (ADAS)

Enables ADAS functions such as Smart Cruise Control (SCC) and Autonomous Emergency Breaking (AEB); essential for future autonomous functions.



Partners



LG Electronics



HYUNDAI

MOBIS

Research Organizations



DKU DANKOOK UNIVERSITY

ETRI Electronics and Telecommunications Research Institute

Public Organizations



MINISTRY OF TRADE, INDUSTRY AND ENERGY

Who we are looking for

Partners with complementary technologies, investors interested in autonomous driving technology.

Related fields

- Sensors
- Data management
- GPS and connectivity

In particular

Automotive suppliers, lens and sensor producers, research centers, companies specializing in V2X technology, big data, or artificial intelligence.

Contact Info

For more information and for interest to participate please contact:



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