Celtic-Plus Event
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« On the way to Autonomous Driving: A chance for small and medium sized enterprises »

Konrad Becker, Planning Manager
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Revolutionizing the Automotive Industry
From Advanced Driver Assistance Systems (ADAS) to Autonomous Driving.

Worldwide Innovation for Autonomous Driving until 2030 – Sales and CAGR
(Unit: Billion USD)

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

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Sungwoo Mobile Co., Ltd.

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

- Around View Monitoring (AVM)
  - Standard Definition
  - High Definition

In-Vehicle Infotainment (IVI)
- Audio Video Navigation (AVN)
- Telematics
- Cluster

Consumer Electronics

- Tablet PC
- Notebook
- Desktop PC
- Personal Mobility

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Proposal Introduction

Our Vision: Becoming a global supplier for autonomous driving technology

Introduction of automated driving and parking functions

Level 4
High Automation
- Urban driving*
- Valet parking* (driverless parking)

Level 3
Conditional Automation
- Highway driving*
- Traffic jam / driving in traffic queues*

Level 2
Partial Automation
- Key parking
- Highway driving assistant

Level 1
Assisted
- Lane keeping assistant
- Parking steering assistant

Level 0
Driver Only
- Adaptive cruise control
- Parking steering assistant
- Blind-spot monitoring
- Lane departure warning

Year
- 2000
- 2005
- 2010
- 2015
- 2020
- 2025
- 2030

Driving functions
- *Assuming the existence of a legal framework

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.

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

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Partners

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.

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Contact Info

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