

LG & Qualcomm Unveil On-Device 'AI Cabin Platform'

LG Electronics and Qualcomm will unveil a jointly developed, generative-AI-based in-vehicle high-performance computing (HPC) solution called the AI Cabin Platform at CES 2026 in Las Vegas. The platform runs multiple open-source generative AI models directly inside the car to upgrade safety guidance and in-cabin entertainment without relying on external servers.

□ **Key Case overview**

- LG will present the AI Cabin Platform, an on-device AI solution integrated into vehicle HPC "brains," to global automakers at CES 2026 (Jan 6-9).
- The system is powered by Qualcomm's automotive SoC Snapdragon Cockpit Elite, reflecting a close Korea-US tech partnership around next-generation mobility.

□ **Content / Business point**

- The platform applies vision-language models (VLMs), large language models (LLMs) and image-generation models to LG's in-vehicle infotainment system, enabling context-aware responses and ambient visuals.
- All AI computation is processed on-device inside the vehicle, which the companies position as reducing latency and mitigating cloud-related security and privacy risks.
- Using cameras inside and outside the car, the system can warn drivers about merging vehicles and offer mood-matched images or music suggestions.

□ **Global / Buyer angle**

- For global OEMs and mobility service operators, this case shows how Korean suppliers are shifting from hardware/IVI supply to AI-defined vehicle (AIDV) platforms, adding differentiable software experiences on top of standard cockpits.

Source

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