**Case Study of LG Electronics**

Every home is being converted into a smart home; it began to take shape in 1965. Jim Sutherland developed the first home computer, the ECHO IV. He integrated the ECHO IV into his home’s electronic system, and he and his family used to control their clocks, stereo, thermostat, and TV.

We’ve come a long way from using a home computer to control our electronic appliance. It’s now a common practice for us to turn off and turn on the devices right from our mobile.

LG is fulfilling the dream of a smart home with the widest assortment of internet-enabled appliances and one app to control them all, LG not only helps simplify our daily lives it gives us easy to use tools for being more efficient, proactive, and environment responsible.

LG has a ThinQ platform which includes most of the home appliances, runs on AWS, we can turn them off and on by voice commands too. Using AI, LG ThinQ can learn your preferences to make relevant recommendations and offer tips based on your habits and the status of your devices. For example, ThinQ learns when you tend to get ice from the refrigerator and makes sure that ice is always available at that time.

You can also use the ThinQ app to put your smart LG refrigerator in vacation mode—from anywhere you are—to save energy while you’re away from home. When you’re running errands, you can check the app to see how much time is left on your wash cycle and confirm that you can make one more stop before heading home to put your sheets into the dryer. On movie night, as you relax on your sofa, you can use a single voice command to tell ThinQ to adjust your lighting and television, creating the best possible viewing experience.

ThinQ uses Amazon Alexa for voice control.

Another valuable ThinQ feature is Proactive Customer Care, which helps keep LG appliances performing at their best. ThinQ uses a data lake, built on AWS, to analyze big data and anticipate appliance issues before they arise. Based on usage data gathered from your LG appliances, ThinQ automatically sends you contextual alerts and helpful reports. A notification from your clothes washer, for example, could tell you that you’ve added too much detergent and need to reduce the amount and run a Tub Clean cycle before your next load. And a message from your refrigerator could indicate that it’s time to change the water filter and also provide a filter finder to help you shop.

How does AWS help LG make homes smarter and more connected? A key word is: “scalability.” AWS provides the flexible, global infrastructure that enables ThinQ to support a growing number of customers, devices, and appliances around the world. For storing, managing, and analyzing the data that brings intelligence to ThinQ, LG relies on AWS secure, resizable, cost-efficient services. These include Amazon Elastic Compute Cloud (Amazon EC2) with the fastest processors in the cloud; Amazon Relational Database Service (Amazon RDS), which is easy to set up, operate, and scale; and Amazon Simple Storage Solution (Amazon S3), offering industry-leading scalability, data availability, and performance.