

LG x SOUNDRAW: Bringing AI-Generated "Space Music" to Millions via webOS

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SOUNDRAW, a pioneer in ethical AI music generation, has partnered with LG Electronics to power personalized music experiences across LG's global webOS platform.

This collaboration introduces a new era of AI-generated "music for spaces", adaptive soundscapes designed not just for listening, but for enhancing environments. From living rooms to hospitality venues, SOUNDRAW's technology enables dynamic background music that responds to context, mood, and use case.

As businesses increasingly recognize the impact of sound on customer behavior and brand perception, the partnership positions LG's webOS platform as a gateway to scalable, intelligent sound environments.

From Background Music to Sound as Infrastructure

Music in physical and digital spaces has evolved into a critical layer of experience design. Concepts like Soundscape and Spatial Music are gaining traction across industries such as retail, hospitality, and wellness.

SOUNDRAW's AI enables businesses to move beyond static playlists toward fully generative sound environments, tailored in real time.

Ethical AI at Enterprise Scale

Founded in Japan in 2020, SOUNDRAW has built its platform on responsible AI principles:

- No scraping of copyrighted catalogs
- No imitation of existing artists
- Fully original compositions for commercial use

"Our vision is to create music that enhances spaces while respecting the creators behind it," said Daigo Kusunoki, founder and CEO of SOUNDRAW.

A New Category: AI Music for Spaces

The integration with LG marks a major step in SOUNDRAW's B2B expansion, bringing AI-generated soundscapes into millions of homes, opening new possibilities for:

- Restaurants and cafés
- Retail environments
- Hotels and wellness spaces
- Smart homes and connected devices

By combining LG's global hardware ecosystem with SOUNDRAW's generative music engine, the partnership lays the foundation for music as an adaptive layer of space design.

