

# MWC Barcelona 2026 Recap



**MWC**<sup>™</sup>  
GSMA

BARCELONA  
2-5 MAR 2026

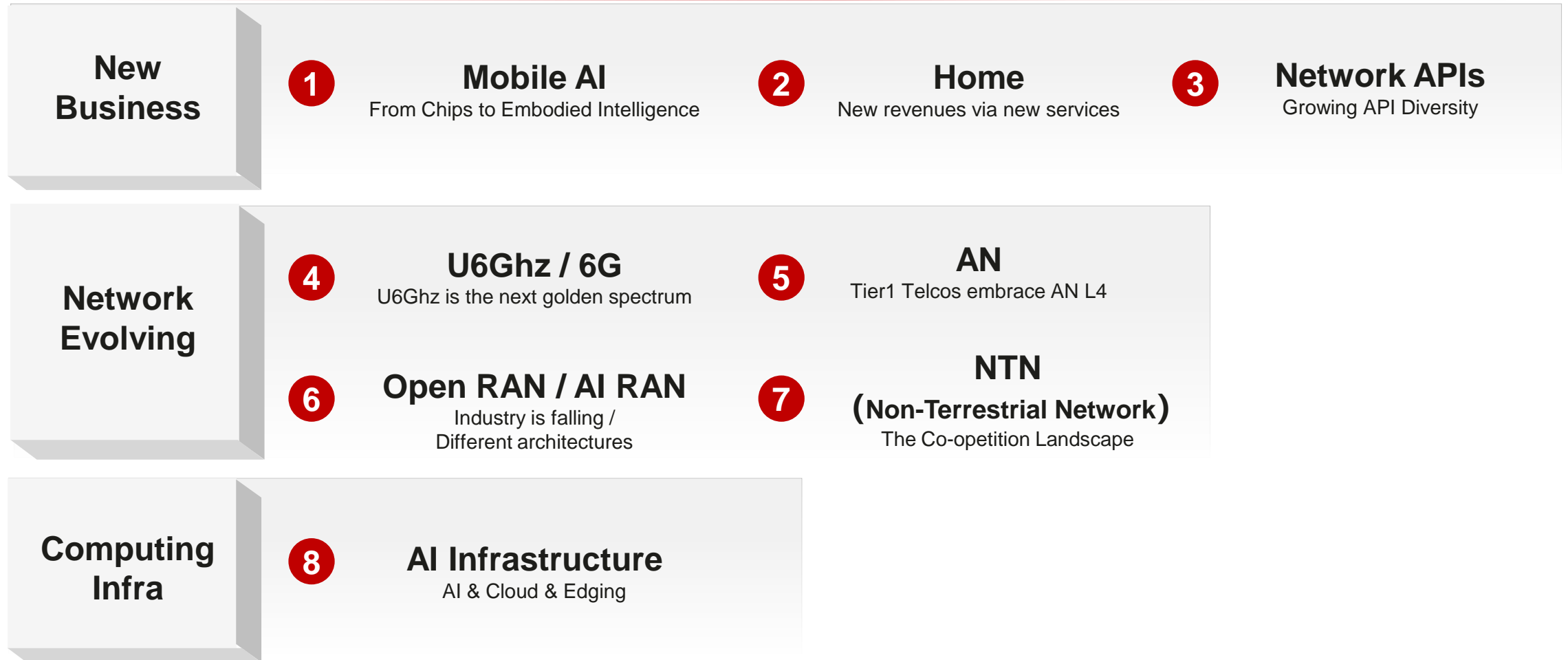
**Content**

**Hot Topics**

**Huawei Exhibition Briefing**

# MWC26: The List of Selected Hot Topics

## From GenAI Exploration → Agentic AI Execution



# AI Terminal: Chipsets, New Devices, Embodied Robots

## Chipsets: Edge Expansion

Qualcomm



2024  
Snapdragon 8GEN3/X  
for smartphone/PC



2025  
Dragonwing  
for industries



2026  
Snapdragon Wear Elite  
5.3Bn AI wearables by 2032

- On-device AI : 12 TPOS, 2B Model
- Connectivity ↑ : 5G Redcap + Wi-Fi 6

MEDIATEK

Dimensity Auto Cockpit for Vehicle

22.2% Market CAGR (2026-2035)



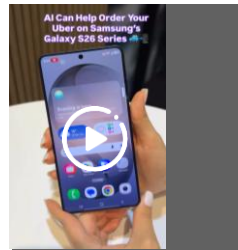
- In-car AI : Dual 7B model, multi-agent
- Connectivity ↑ : 5G-A + UL 3Tx

Source: QUALCOMM, Global Market Insight

## Device: AI → Agent Scale

AI → Agentic Phone

54% GenAI Phone of Shipment @ 2028



Samsung S26 / Pixel 10:

- Uber / food delivery
- Auto Tasks at backend
- 2026: est. 10+ Android flagship support

\*Function not yet available in EU



T-Phone

- Available since 2025.08
- Book Restaurant / Email writing
- Affordable: €149-€229

AI Glasses: Cheaper, Lighter, All-day Wear

€800 → €250 | 70g → 40g | 4h → 8h+, 20mn+ @ 2026, 200%↑



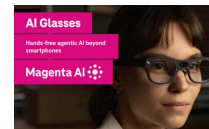
Qwen

+ App Eco. Scale  
~€250, 40g, 24h\*



Meta

+ 7 models on sale  
€299-799, 48g, 4h → 8h



DT

+ Magenta AI entry

Source: Omdia

\*Replaceable Battery Design

## Embodied Robot: B2B-Led Adoption

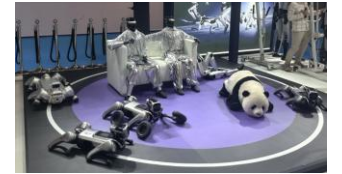
Industry: Diverse Robot Forms

~270k+ @2030

AGIBOT



MagicLab



Telco : B2B-Led Adoption

5G module embedded trend: Unitree/agibot/China Mobile...

Singtel Nurse Companion



中国移动 China Mobile Robot Servant



SK Intellix Healthcare



KDDI Customer-service



# AI Application: Becoming Mainstream, Gradually Shifting Traffic Structure

## AI Beyond Native Apps, Embedded Across Top Apps

### Global Top10 App

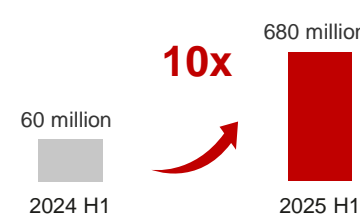
Rank	App	Category	MAU / Users	AI Features
1	ChatGPT	AI assistant	~700M weekly	Native AI
2	Google Gemini	AI assistant	>100M Download	Native AI
3	TikTok	Short video	~1.7B MAU	AI video edit/ generation
4	Instagram	Social	~2B MAU	Meta AI chatbot, AI editing
5	WhatsApp	Messaging	~2.7B MAU	Meta AI assistant
6	Facebook	Social	~3B MAU	Meta AI assistant
7	Snapchat	Social	~850M MAU	AI chatbot
8	CapCut	Creator tools	~1B users	AI video edit / generation
9	Telegram	Messaging	~900M MAU	AI bot
10	Temu	E-commerce	~300M MAU	AI recommendation / AICC

### Europe Top10 App

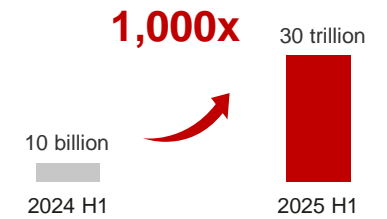
Rank	App	Store Category	Downloads	Chart
1	ChatGPT	Productivity	64,010,000	
2	Temu	Shopping	43,983,000	
3	Threads	Social Networking	27,348,000	
4	TikTok	Entertainment	26,780,000	
5	CapCut	Photo and Video	25,458,000	
6	Google Gemini	Productivity	25,193,000	
7	WhatsApp Messenger	Social Networking	24,436,000	
8	Revolut	Finance	23,923,000	
9	Vinted	Shopping	23,276,000	
10	Lidl Plus	Shopping	22,896,000	

<https://www.euronews.com/next/2026/02/09/from-ai-chatbots-to-shopping-and-streaming-which-mobile-apps-are-the-most-downloaded-in-eu>

### AI apps Monthly Active Users

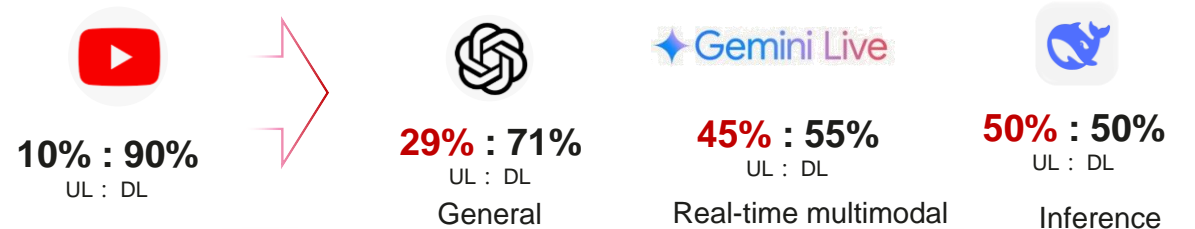


### AI Generated Tokens / day



### Multimodal AI Interaction Driving Traffic Structure Shift

10% : 90% → 26% : 74% (UL:DL)



Better Network → Easy Tokens Generated → More Traffic Stimulate

# AI Glasses: Entry Point Competition, China Telcos/DT Directly Participating

Product Trends: AI Driving Upgrades in Usability & UX

X

Shipments: 10M+ Units (2026E), 200%+ YoY


DT: **Magenta AI Glasses**

Qwen: **Reliance on Qwen Brand Ecosystem**



Hands-free with Voice

Perception as a Service




**AI Glasses**  
Hands-free agentic AI beyond smartphones  
**Magenta AI**

**APP-free**

- With RayNeo X3 Pro (eSIM)
- Magenta AI Integrated

\*Gaze-to-Buy  
Automated Ticketing via Poster Interaction

① S1 Series \$275 50g      ② G1 Series ¥ 1997 40g: Lighter, Fashion, Less AI with No Screen




**Integrating Qwen APP**  
OTA in Late March, MCP supported

- Edge AI: Image & Speech Pre-processing
- Cloud AI: Intent Understanding, Precision QA, & 3rd Services

2026 Roadmap: Expanding AI Hardware portfolio (Rings, Earbuds, etc.)


**Meta: Neural Band Interaction**



Llama Edge Small Model      \$799

**EMG Interaction x AI Features**  
Pinch, Swipe, and Wrist Rotation

**Google: Prototypes, Replicating Android's Monopoly Strategy**



Touch-Enabled Temple for **Gemini** Activation

**Android XR & Gemini AI** & Qualcomm New Chipsets  
Samsung will Launch in 2026

**Android XR**      OS User Experience First

**1. Cloud-Edge is Necessary: Voice Assistants → Visual Brains, UHD (4K/8K 120fps) Video UL demand 10Mbps→50Mbps+**  
**2. 20ms → 150ms (Cloud mainly) E2E Latency resulting in Motion Sickness; Value of MEC Node Deployment Intensifies (Caching + Edge Inference)**

# IoV: Coverage & UL & Latency Emerge; Model Iteration → 10x+ Cloud Computing Power

## ① Intelligent driving (device-side dependent)



### Independent Vehicle Intelligence

**Data:** non-real-time uplink (device-side → cloud)

**Model:** cloud-to-device downlink OTA (VLA, ADS...)

**Network:** Data backhaul/OTA rely on deep coverage

**Data volume uploaded**                      **OTA**  
**>100G/Vehicle/Month**                      **>10G**

## ② Intelligent Cockpit (AI Agent)



### Vehicle-cloud Collaboration

**Scenarios:** entertainment, office, video call, etc.

**Model:** multimodal large model and agent

**Network:** vehicle-cloud interaction

**DOU/Vehicle**  
**XGB → X0GB**

## ③ Intelligent transportation (Robotaxi & V2X)



### Vehicle-road-cloud Synergy

**Scenario:** robotaxi global pilot, with >40M orders

**Safety:** real-time supervision & remote takeover

**Network:** real-time, highly reliable & low-latency

**Remote monitoring and takeover**  
**UL>20Mbps、 Latency<20ms**

**Device-side Inference & Cloud Training Collaboration → Computing Infrastructure Evolution. GSMA Advocates for Establishment of Unified IoV API**

### Device-Side – Millisecond Response

The computing power of the new generation of intelligent driving chips exceeds **2000 TOPS**

### Cloud— 10,000-card cluster (EFLOPS level)

**EFLOPS/Day→10 /45 EFLOPS/Day→100 EFLOPS/Day (L4)**

### IoV: GSMA calls for unified APIs.

**QoD API has reached consensus**

# Embodied AI: Hardware Booms in China, East Asia Telocs Driving Industrialization

## OEM: Motion Control Capabilities as a Key Highlight

### AgiBot: Everywhere in MWC

A, X, & G Series and Dexterous Hands  
17 Countries & Regions

**GSMA Foundry Excellence Award**  
"5G-A EasyOn-Robot" Solution by China  
Telecom, Agibot, & Joycity Robotics

**E2E Latency <10ms**  
**Reliability 99.99%**  
**TCO ↓50%**

➤ Limited Endurance for High-Intensity Demos (Typically ~Minutes to 10-Minute Level)

### Honor: Augmented Human Intelligence (AHI) Vision

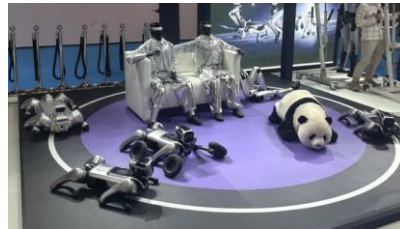
Robot & RobotPhone Dancing



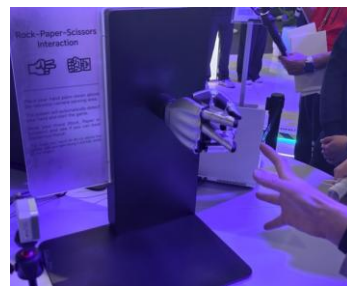
ToC Market

### MagicLab: Global-First

Quadruped & Humanoid  
20+ Countries & Regions



21 DoF Dexterous Hand



Rock-Paper-Scissors Experience  
~x00ms Latency

## Operator: Empowering Vertical Scenarios via Cloud-Network Platforms



### 3 Robots Kitchen



- Private Networks
- Cloud Brain + Device Light Agent
- Simulation Training Platform

**Powered by ISAC**



### 6G + Quadruped Robot



**6G Oriented**  
Building Global Space-Ground **ISAC**

Targeting **Uninhabited Zones**  
e.g. Underground Mines, Deep-Sea Oil & Gas  
Platforms, Nuclear Facilities, and Lunar Surfaces...

### KDDI Retail-Centric

Retail  
Healthcare  
Welfare  
Entertainment  
...

2026Q3  
Pilot Launch



### KT Delivery K RaaS - Robot as a Service

Cloud Platform for  
Heterogeneous Robot

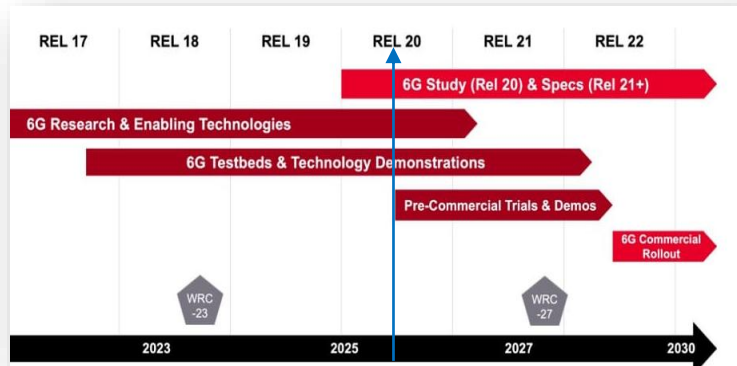
Order Delivery  
Scenario Demo



# 6G No Rush, U6GHz as Next Golden Band for Speed Up

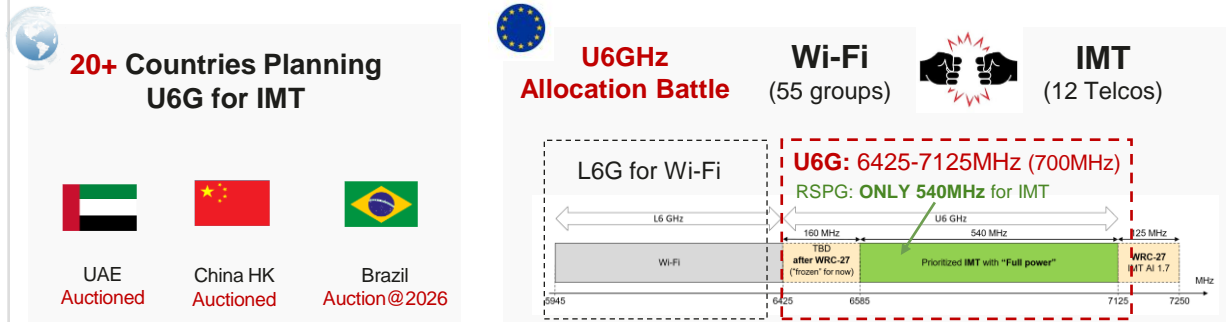
## 6G Evolution: Solid 5G Foundation for Seamless 6G

### 6G Standard: Freeze in 2029, commercialization after 2030



Still in the **study phase**

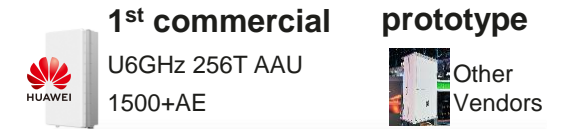
## U6GHz Spectrum: Next Golden Band



### 1 Ecosystem Ready



### 2 Network Product Ready



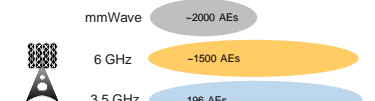
### 3

### EU Telcos: Accelerating Tests for 5G-A Ready

2024: Prototype Test

2025: Live Test

2026: Test Acceleration  
Co-coverage with 3.5GHz / Uplink...



GSMA™

- The industry **must complete 5G (5G SA)** while preparing for future evolution



- No rush without clear added value
- Spectrum: U6GHz preferred** for 6G, usable in 5G-A



Qualcomm

- 6G **pre-commercial devices** by 2028, commercial rollout in 2029

# Satellite D2C: The Co-opetition Landscape, **not Recommend D2C Using IMT Spectrum Before WRC-27**

## Operators and satellite companies are promoting cooperation, but competition coexist.

**Rakuten**

Cooperation with AST, using D2C to enhance coverage (from 70% to 100% geographic coverage), deployment planned for 26Q4.

**VEON**

Cooperation with Starlink, to address mobile communication issues in Ukraine.

**personal**

Cooperation and competition will coexist; **satellite need to be clearly regulated.**

**VDF & ESA\***

Unified rules and collaboration; could refer to the cross-national collaboration model of the International Space Station.

ESA: European Space Agency



Cooperation with Starlink, **extend coverage (when ground networks are unavailable)**, planned for launch in 2028

## Industry Voice: Keep strategic patience D2C not using IMT spectrum before WRC-27

### Voice of Mobile Network operator

- ① Only branding, **hard to achieve positive ROI**
- ② **Limited** users experiences, weak user pay willing
- ③ **Weak dominance** on network & business mode
- ④ **Long-term strategic risk** that satellite becomes direct competitor

### Voice of National Regulator

- ① D2C using IMT spectrum **conflicts to ITU rule**, causing **interference risks**
- ② Current D2C not provide universal services
- ③ Data sovereignty and data **cross-border risks**
- ④ low **local economic contribution**

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**Content**

**Overview**

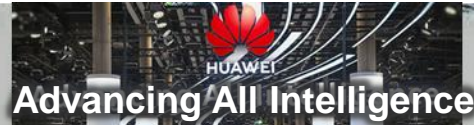
**Hot Topics**

**Huawei Exhibition Briefing**

# Huawei MWC Exhibition: Advancing All Intelligence

105,000+

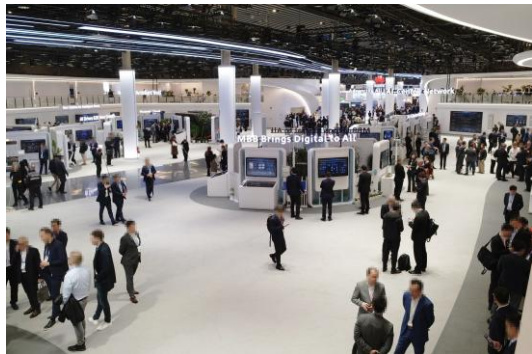
Global MWC Participants



11,000+

Global Huawei Booth Visitors

## Huawei Exhibition Hall Highlights



### Connectivity

AI-Centric Network for Agentic Service

### Computing

New Choices for the World

#### Connectivity

Agentic MBB/UBB Network

- **3-layer Intelligence:** Service / Network / NE
- **U6GHz** Full-scenario Products

#### Computing

New Choices for the World

- **AI Infra.:** Atlas 950 SuperPoD 1<sup>st</sup> showcase oversea, AI storage, DCF...
- **AI Business:** self-use → revenue growth

## Highly Recognized by Industries

**8** Most in Vendors  
40 vs 3/0 in past 8Y



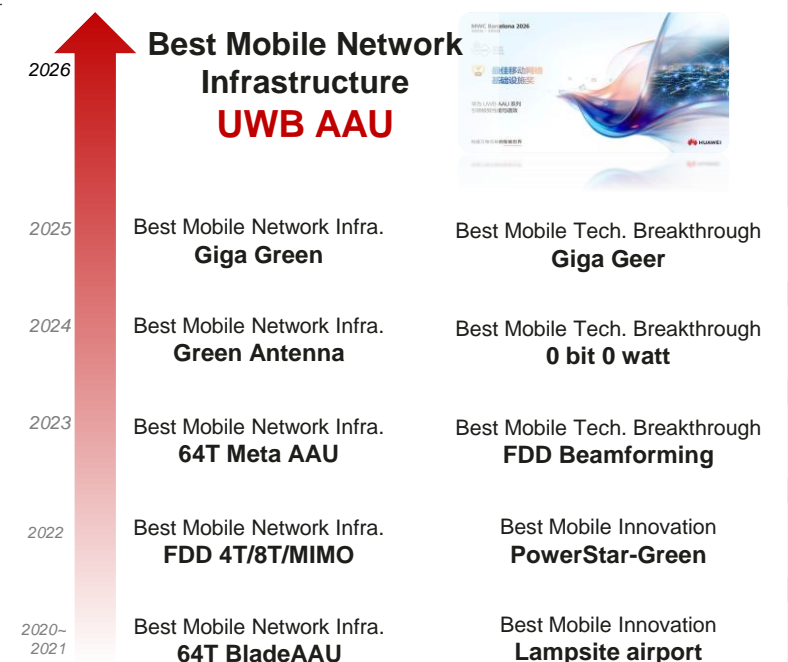
**6** vs 5 in MWC25



**30+** Media Awards  
for Consumer Devices



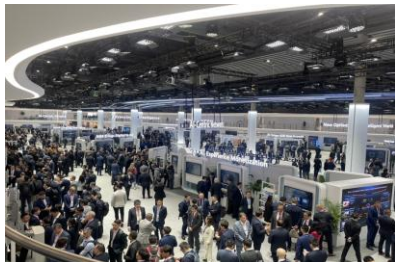
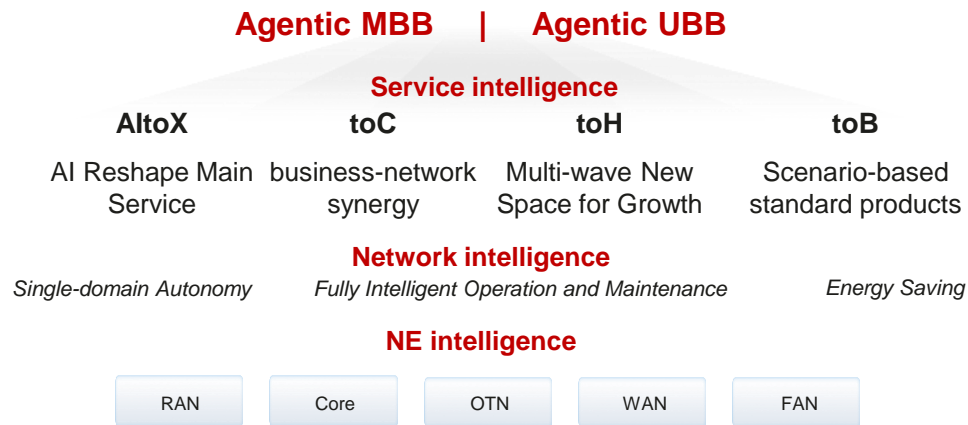
Undisputed Leadership in Competitiveness



# Huawei MWC Exhibition Highlights



## AI-centric Network Enables Agentic Services



## Making an AI Infrastructure New Option to the World

### Atlas 950 SuperPoD AI Computing



- Supports high-speed interconnection of up to **8,192 NPUs** via **UnifiedBus**.
- **8 EFLOPS** compute power in a single cluster.
- Modular design with **64-card-per-rack** density for ultra-large-scale AI training.

### TaiShan 950 SuperPoD General-Purpose Computing



- The **industry's first super-node** purpose-built for General Computing.
- **ns-level latency and TB/s bandwidth** via UnifiedBus.

# Thank you.

Bring digital to every person, home and organization for a fully connected, intelligent world.

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