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MWC 2024

MWC Barcelona (formerly Mobile World Congress) is the largest mobile technology event in the world, bringing together the latest innovations from more than 2,200 leading companies, with a highly-rated conference program assembling today's visionaries to explore the hottest topics influencing the industry.

The MWC 2024 Premium Event Report provides comprehensive insights into the full scope of what the Barcelona event offers the automotive industry, taking a deep dive into its reveals and trends, alongside key talking points, announcements and in-depth analysis.

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GLOBAL, NA, CHINA, EUROPE	Annually, QUARTERLY, ONE-OFF	PDF, POWERPOINT, EXCEL, ONLINE	60

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- Detailed coverage of the relevant announcements and analysis
- Curated analyst insights for major announcements.
- Feel like “you’ve been there” through SBD’s extensive photo library
- Understand the key moments and trends from the event

This research supports

- PRODUCT PLANNERS
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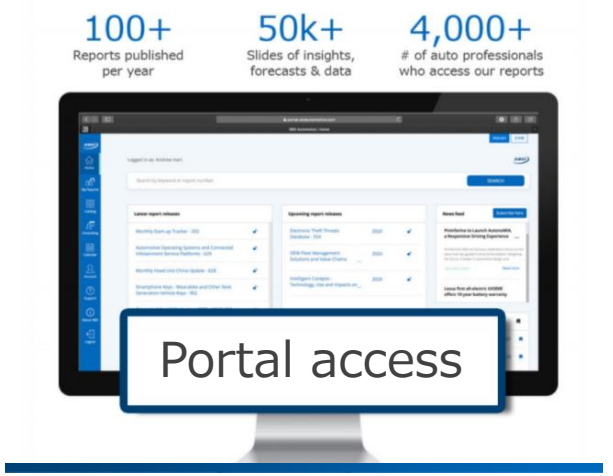

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March 2024 301 – 24

MWC 2024 – PREMIUM EVENT REPORT

Mobile World Congress

Introduction

What was MWC 2024?

MWC Barcelona (formerly Mobile World Congress) is the largest mobile technology event in the world, bringing together the latest innovations and from more than 2,700 leading companies, with a highly-rated conference program assembling today's visionaries to explore the hottest topics influencing the industry.

The 2024 edition of MWC was held in Barcelona from 26 – 29 February. The aim of the event is to give businesses the opportunity to showcase their novel technologies and for professionals working in the electronics and automotive sector to network.

MWC is primarily attended by telecommunications companies, technology companies, consumer electronics companies and software providers. This report provides a summary of the main trends from MWC 2024 as well as key announcements and products.

Report Focus

Our 2024 MWC Premium Report provides a summary of the key automotive conferences, trends, products, and announcements from OEMs and suppliers who attended the event.

SBD Event Report Series

The SBD Event Report provides comprehensive insights into the full scope of what the Barcelona event offers the automotive industry, taking a deep dive into its reveals and trends, alongside key talking points, announcements and in-depth analysis.

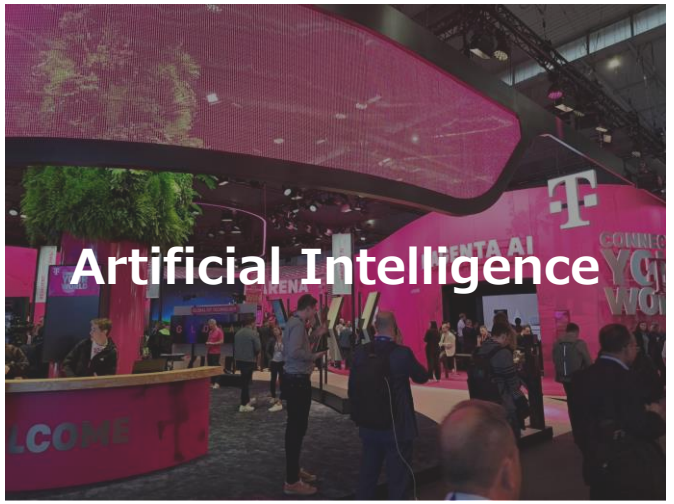
MWC 2024 is part of a Premium Event Report Series also including CES and Beijing Auto Show.

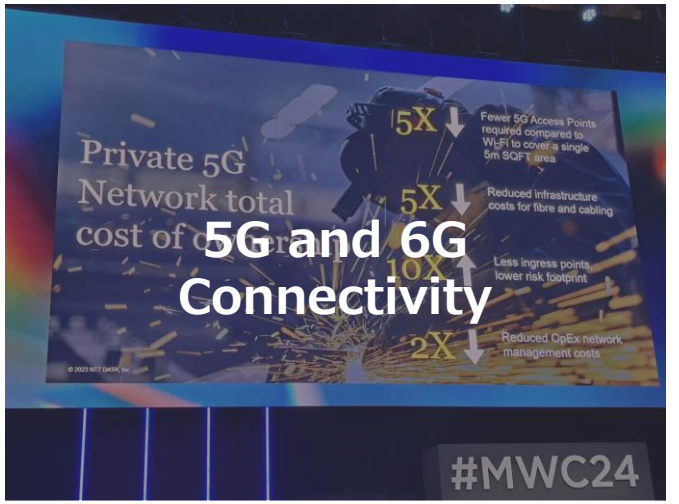
Learn more

MWC 2024 Top Trends

MWC™ GSMA 2024

Key trends





Example slides from the report

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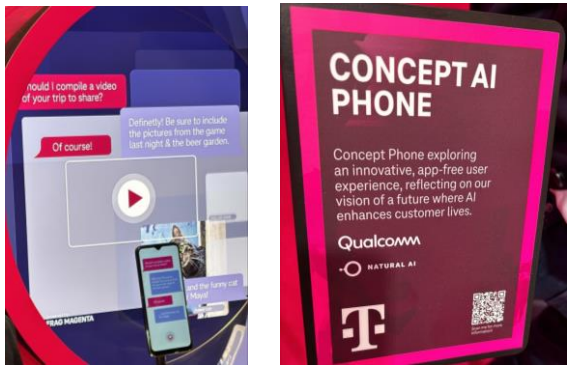
Artificial Intelligence

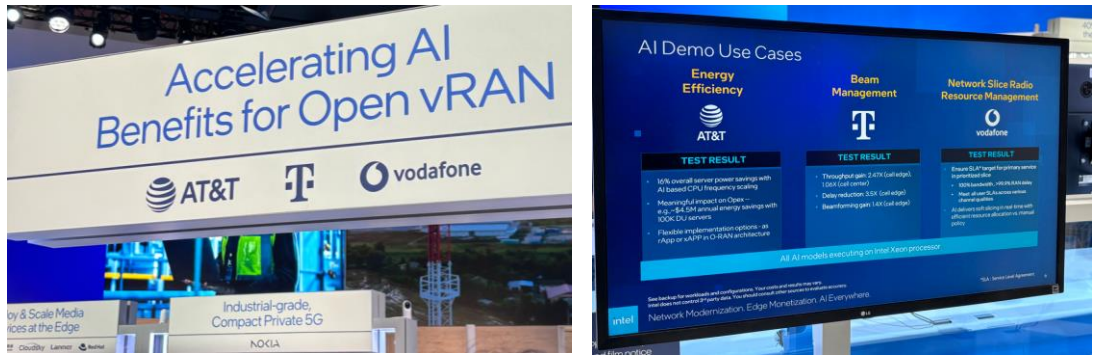
Generative AI was omnipresent



T-Mobile app-less phone concept

- Generative AI (Gen AI) was omnipresent at MWC 2024. It was shown throughout the show supporting a variety of use cases. Use cases included voice assistants, chat bots for consumer support, image creation, content creation and workforce training.
- Qualcomm demonstrated on-device Gen AI in a range of smart devices (powered by Qualcomm chips). On-device Gen AI can be used in smartphones, laptops, vehicles and wearable devices. The Qualcomm AI Hub for app development was also shown.
- Deutsche Telekom exhibited an app-less AI smart phone concept. The user interacts with the smart phone through a Gen AI interface rather than with applications.
- Android Auto has been updated and can now automatically summarize texts and chats and suggest responses whilst driving.

AI, 5G and the Edge



AI showcased at Nokia booth

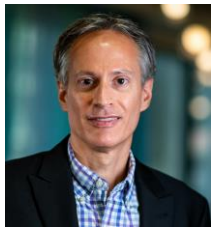
- The opportunities to use AI to support autonomous networks, open Radio Access Network and network management were presented.
- Exhibitors at MWC 2024 emphasized the use of AI at the edge. This was seen in connected devices such as wearables, PCs, phones and vehicles. Using AI at the edge is more sustainable, has lower latency and improved security compared to cloud processing.
- Sustainability and energy efficiency were highlighted by exhibitors and were areas of interest during panel sessions. The benefits of lower power consumption of using AI at the edge [compared to cloud processing] was often discussed.

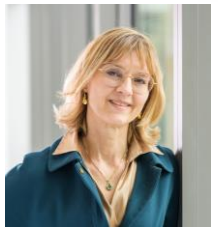
Smart mobility summit - who's at the wheel in the connected vehicle revolution? (1/3)

- Automotive and cellular evolutions have been different lifecycles causing challenges
- At present, most cars are 4G. Mobile networks have evolved to provide Advanced AI/ML to support 5G. Tomorrow will include connected infrastructure using Cellular + 5.9GHz and GenAI.
- Standards are specified for 4g and 5G v2x. Need to take advantage of advanced network services, quality of service, things that allow you to provide the delivery of mission critical communications like safety messages.
- Need to move to a model for a nationwide network too provide safety based solutions, not only for 5.9 GHz which is an unlicensed band for short range communications but also cellular frequencies which augment that.
- Needed in private sector as SDVs need to be more connected all the time and for EVs to find charging stations and connectivity will grow in importance for autonomy. Ability for one radio to support all of these would be very beneficial for the automotive industry.
- Connective infrastructure compelling use cases include pedestrian and road worker safety, traffic optimization, continental corridors and public transit.
- We're at an inflection point. Cellular accelerates the future of connective infrastrture, through 5G. Satellites can augment cellular.
- SDVs are different from mobile device on wheels and always need stable connectivity. Future cars need to talk to other cars as well as other parts of ecosystem.

Discussion Panel:

- Cameron Coursey- AT&T
- Usman Zafar- AT&T
- Suman Sehra - Harman
- Eva Rudin- Thales
- Serafino Abate- Volvo
- Paul miller – Wind River
- Sarwant Singh – MarketsandMarkets
- Barbara Pareglio - GSMA





Key Takeaway

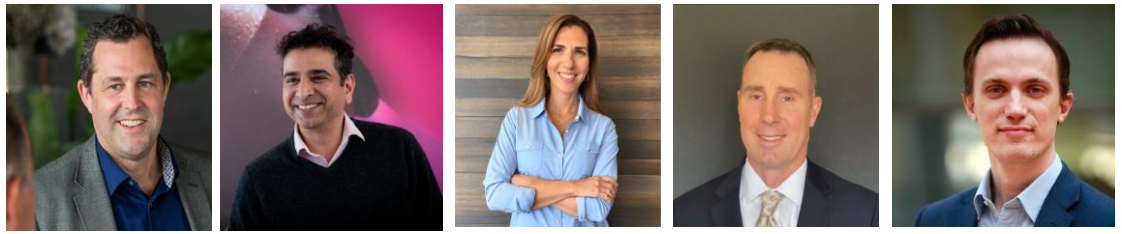
5G advancements and C-V2X are going to transform the user experience and unlock safety and convenience use cases which require very low latencies. To achieve this, a 5G infrastructure, Software-Defined vehicles and solutions like Open RAN will be required. 5G is also an enabler to autonomy, which can help to solve key challenges in the coming years such as the truck shortages seen in the USA. However, there is currently a need for a policy roadmap for smart vehicles with more harmonization of standards and foresight on regulatory environment.

Revolutionizing connectivity: With AI powered networks

- AI presents an opportunity for telcos to start monetizing their network, such as utilizing applications, computer vision and holographic for traffic optimization. There are future opportunities for telcos to monetize the network further with inferencing and converging AI and the network together.
- AI has been there for quite a long time in telecom as traditional AI and MLOps models have led to use cases in customer experiences, RAN optimization, energy savings, and cybersecurity.
- The focus hereon is on how we can leverage Gen AI to make the network more conversational and easier to connect with industries; ie. in case of an outage how can we make use of the data and Gen AI to troubleshoot and diagnose.
- The ecosystem for AI includes companies innovating together. Industry collaboration and the emergence of alliances like Ericsson, Nokia, and NVIDIA together will solve the problem of effective RAN management, operations and spectral efficiency.
- Having an open RAN model will enable opportunities for partners to collaborate and work towards that goal of network improvement and achieving efficiency.
- Within telco industry, there is still a need to catch up with the advancements in acquiring unique skills in data science, managing data operations, and establishing firm strategies for large language models
- The governance framework and skills are critical to understanding technology in telcos. 55% of telcos still consider skills as the bottleneck in scaling AI, which presents an opportunity to further scale teams and employees to adopt AI faster.
- The challenge is how to pull together AI expertise to drive operational efficiency. Building trust downstream with engineering and operations teams is crucial.

Discussion Panel:

- Chris Smith- Wipro
- Jitin Bhandari- Nokia
- Lilac Ilan- NVIDIA
- Adam Loddeke- AT&T
- Jean-Christophe Laneri- Ericsson



Key Takeaway

Operators currently are embracing AI transformation and automating workflows, with a focus on setting the right architecture to enable innovation.
An open network through partnership will allow onboarding new applications and taking advantage of the best available technology thus driving capability and competition in the industry.
Equipping the existing workforce with skills to adopt AI faster is a challenge, as investment in skills is the current bottleneck.

Summary

- Harman Automotive showcased a range of their connectivity innovations, including 5G TCUs, in-vehicle app store and also a demo car showing different road-ready Harman innovations.

Video/Pic

Highlights

- Harman's new Ready Connect system a new 5G TCU was shown. This offers 5G connectivity for improved connected mobility experiences which focus on entertainment, productivity and situational awareness. Harman demonstrated this with a demonstration of their MECWAVE V2X solution where a vehicle could connect to traffic lights via the cloud and receive a countdown to green.
- Harman showed off their Ready Vision product QVUE. QVUE is a display innovation which uses reflective film on windshield with 3 displays are reflected towards driver. QVUE offers an alternative to a traditional HUD which can be seen be more occupants than a traditional HUD whist having smaller packaging.
- Harman's Ignite store was shown at MWC. The Ignite store has a catalog of 70 applications and can work with Ready Vision QVUE for displaying notifications. Apps shown include weather apps and charging station information.

Find out more

Harman press release

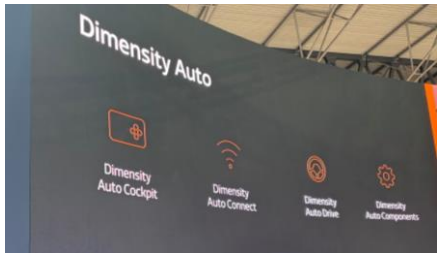
Maturity

Concept | Planned | On sale

Summary

- MediaTek showcased several technology demonstrations, featuring next-generation product highlights in NTN, 5G RedCap, and 5G CPE and collaborations in Dimensity Auto

Video/Pic



Highlights

- MediaTek showcased the first on-device Generative AI video diffusion powered entirely by its flagship 5G mobile processor, the Dimensity 9300. This chip incorporates the hardware-based Generative AI Engine with secure, personalized AI, capable of bandwidth reduction, LoRA Fusion, and 8X faster generative AI performance versus MediaTek's previous generation AI processor.
- Mediatek showed future of personal networks through ambient computing and connectivity convergence utilizing 5G private networks.
- Its flagship mobile 5G chipset brand, MediaTek Dimensity Auto showcased a range of new automotive solutions with high performance compute, AI and feature integration.
- MediaTek Dimensity Auto Cockpit is displayed to be the world's fastest smart cockpit bringing MediaTek's expertise in smartphones, smart homes and entertainment into vehicles.
- Showcased Dimensity Auto Connect that brings the latest Wi-Fi 7 technology into vehicles for the driver and passengers to connect. Additionally, MediaTek and ACCESS Twine4Car are working together to develop richer multi-screen entertainment and interactive services.

Find out more

MediaTek at MWC 2024

Maturity

Concept | Planned | On sale

Summary

Qualcomm

- Qualcomm demonstrated a wide range of connectivity and AI innovations. This includes a WI-Fi 7 automotive connectivity platform and demonstrations of generative AI on the altests smartphones, PCs and wearables.

Video/Pic

Highlights

- Qualcomm WiFi showcased their Qualcomm QCA6797AQ automotive Wi-Fi 7 solution. This is a new addition to the Snapdragon Auto Connectivity Platform which can support Wi-Fi 7. This is the world's fist Wi-Fi 7 solution for automotive.
- Qualcomm showed their AI Hub at MWC. Their AI hub provides on-device GenAI solutions for PCs, smartphones, Software-Defined Vehicles and more. 75+ optimized AI models are available for Snapdragon and Qualcomm platforms.
- GenAI implemented on their Snapdragon Digital Chassis was shown, including owners manual information, mapping.
- Humane ai showed off their AI pin at the Qualcomm booth. The Humane AI Pin is a wearable pin with a Gen AI voice assistant. It can project onto the user's hand instead of using voice if required.
- Large-scale Vulnerable Road User safety system was shown. This could alert can warn the driver about vulnerable road users nearby using the Car-to-Cloud Services and Snapdragon Auto Connectivity Platform.

Find out more

Qualcomm MWC 2024 press kit

Maturity

Concept | Planned | On sale

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