

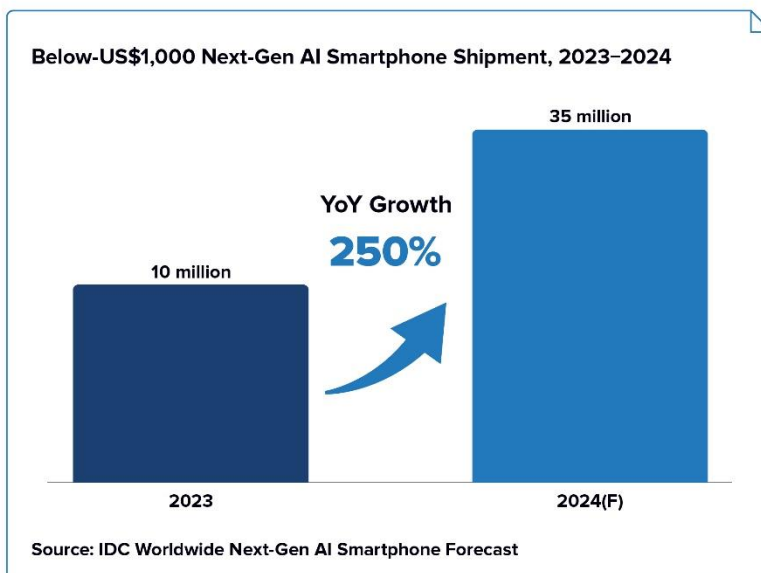
# Time to Democratize the Impact of AI Tech

AI smartphone, driven by users' authentic needs in real-life scenarios, is widening its user base from the high premium to the mass market.



In addition to its success in the high premium market, AI smartphones are also gaining momentum outside of premium market.

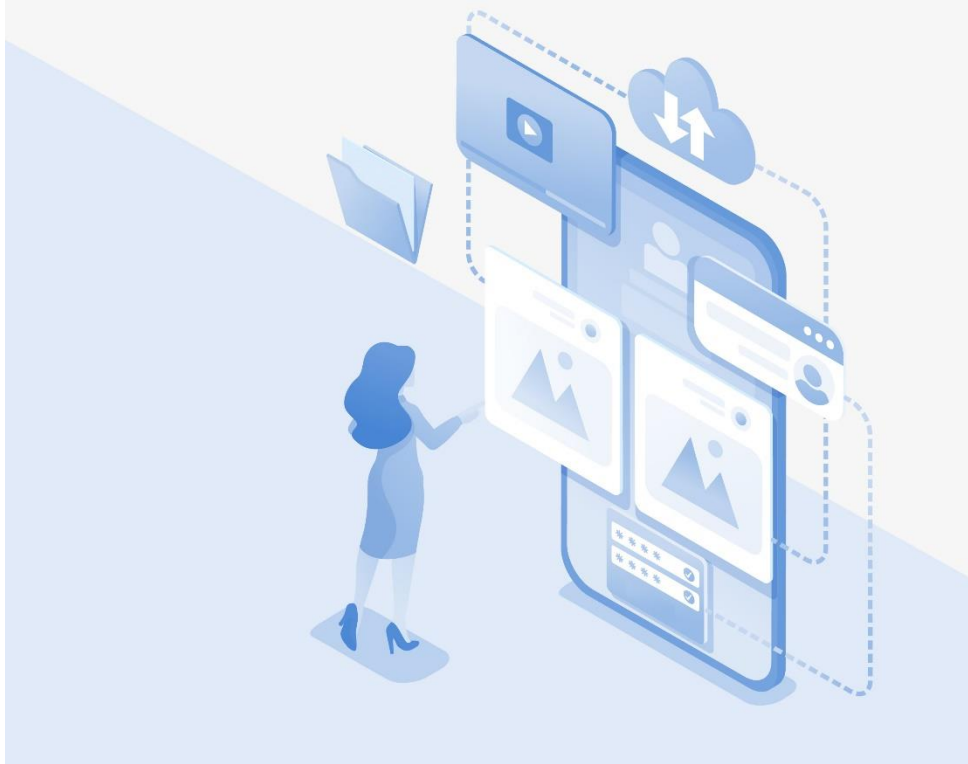
IDC's predicts that shipment of worldwide next-gen AI smartphone in 2024 will be 170 million, of which 35 million will be priced under US\$1,000.



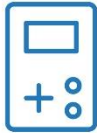
# Smartphone is the prime choice for leveraging mobile AI technology.

With powerful sensing and computational capabilities combined with irreplaceable convenience and market penetration, AI smartphones will continue to dominate the increasing use cases of mobile AI.

|   |   |
|---|---|
|    | Entertainment — Bring Life to Virtual and Virtual to Life |
|    | Mobile Officing — Become a Handy Personal Assistant       |
|   | Sports & Health — Evolve from Monitor to Trainer          |
|  | Education — Spare Parents and Educators' Energy           |
|  | Smart Home — Oversee Multiple Complicated Devices         |
|  | Transportation — Make Easy Life Out of Traveling          |



# Entertainment — Bring Life to Virtual and Virtual to Life



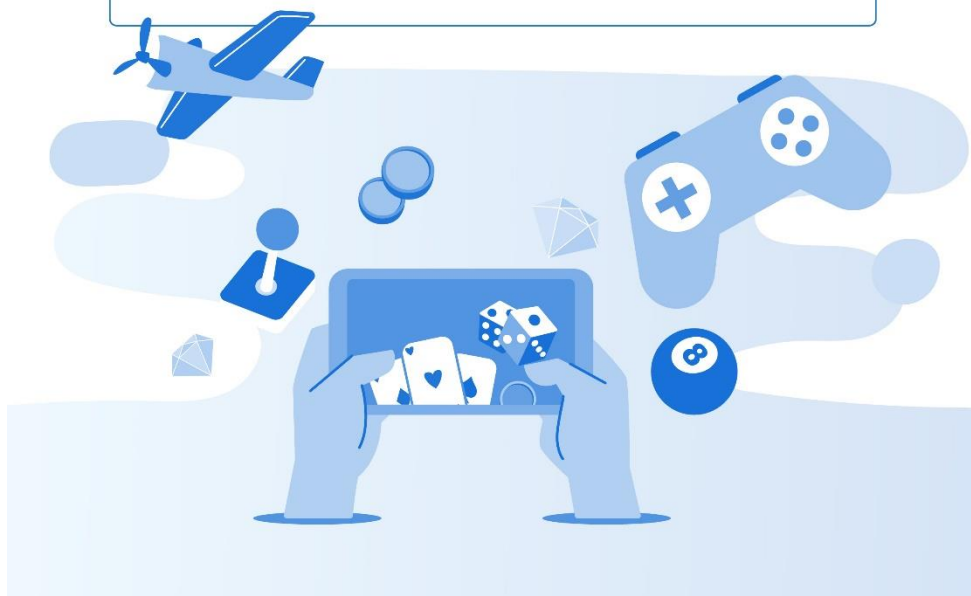
AI smartphones bring revolutionary game optimization and unleash users' creativity with intelligent tools, greatly expanding phones' capability as the center of mobile entertainment.

- **56%** of the global gaming market income came from mobile phones in 2023, where users needed better audio, video, and interacting effect, and in which AI can provide optimization.

Source: IDC, 2023

- Smartphones took up **50%** of content creation time in 2023 (increasing from 45% of 2022), where users needed more space for independent creativity, and in which AI can make the tools less cumbersome.

Source: Consumer Pulse: Entertainment — Worldwide 1Q23, IDC



# Mobile Officing - Become a Handy Personal Assistant



AI streamlines the mobile office experience by automating routine tasks and providing quick insights to enhance productivity and efficiency, where AI capability plays a key role.



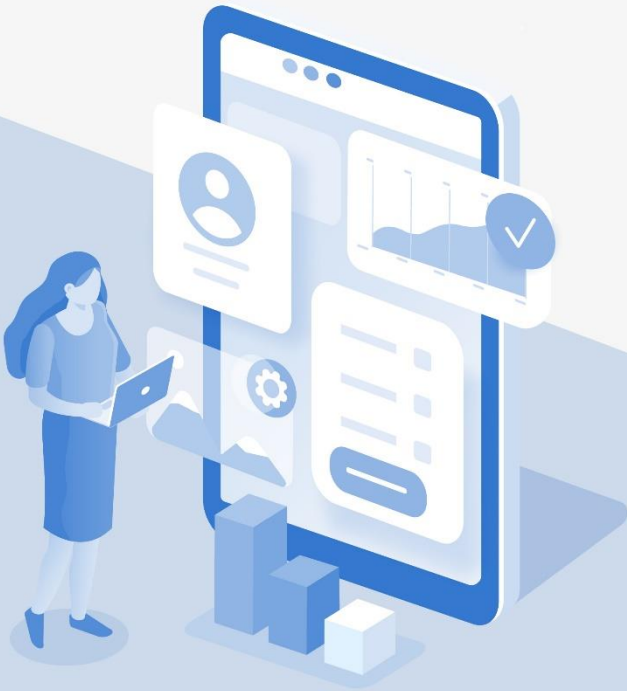
of G2000 companies will consider online presence to be at parity to "in real life" across their engaged workforce by 2025.

Source: IDC FutureScape: Worldwide Future of Work 2023 Predictions



prioritize training to take advantage of AI technologies.

Source: IDC's IT Skill Survey, October 2023





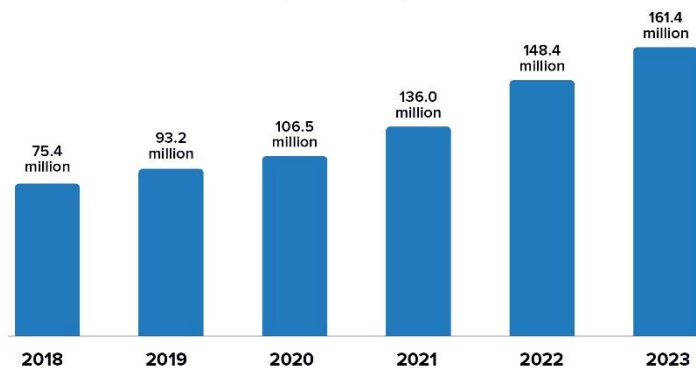
# Sports & Health — Evolve from Monitor to Trainer



AI on smartphone not only analyzes all the body indexes that have been collected, but also generates tips and advice that help users on their way to becoming healthier and fitter.

The worldwide smartwatch market saw quick growth in the past five years with a **CAGR of 16.4% YoY**, creating tons of data on body index.

IDC Global Smart Watch Shipment Units, 2018-2023



Source: IDC Quarterly Wearable Device Tracker



# Education — Spare Parents and Educators' Energy

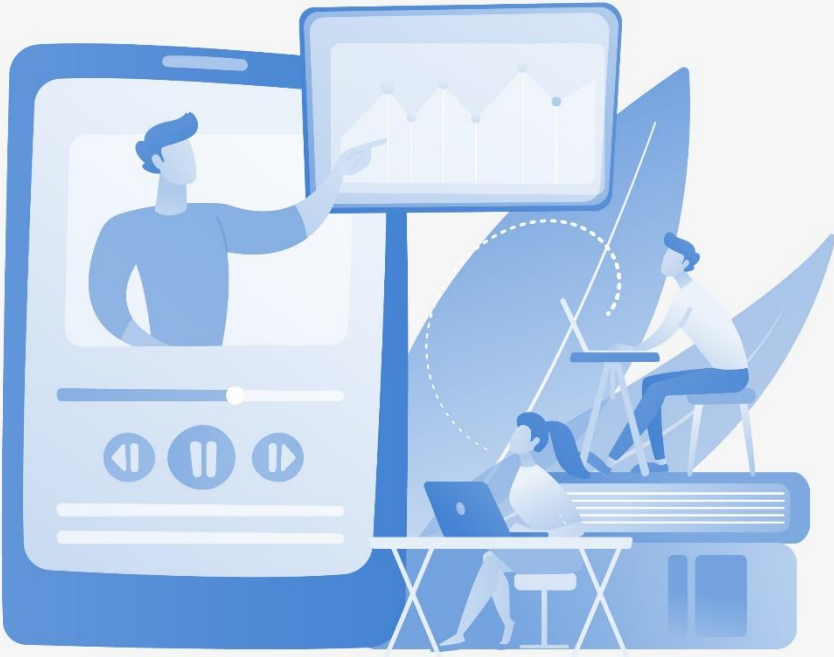


AI has made digital content more interactive. It frees parents and educators from their daily tutoring work and provides personalized schooling service at a lower cost.



**educators are defining potential use cases, testing/piloting, or already investing heavily in GenAI.**

Source: IDC's Future Enterprise Resiliency and Spending Survey, Sept. 2023



# Smart Home — Oversee Multiple Complicated Devices



AI smartphone merges users' habits and preferences into the functionalities of smart home devices, offering unprecedented levels of convenience, efficiency, and personalization.



of consumers made major changes to their houses, among which

|   |  |
|---|--|
|  | <b>58%</b> installed/switched to a smart doorbell. |
|  | <b>56%</b> installed/switched to a smart camera.   |
|  | <b>43%</b> installed/switched to a smart speaker.  |

Source: IDC Consumer Pulse (1Q23)

