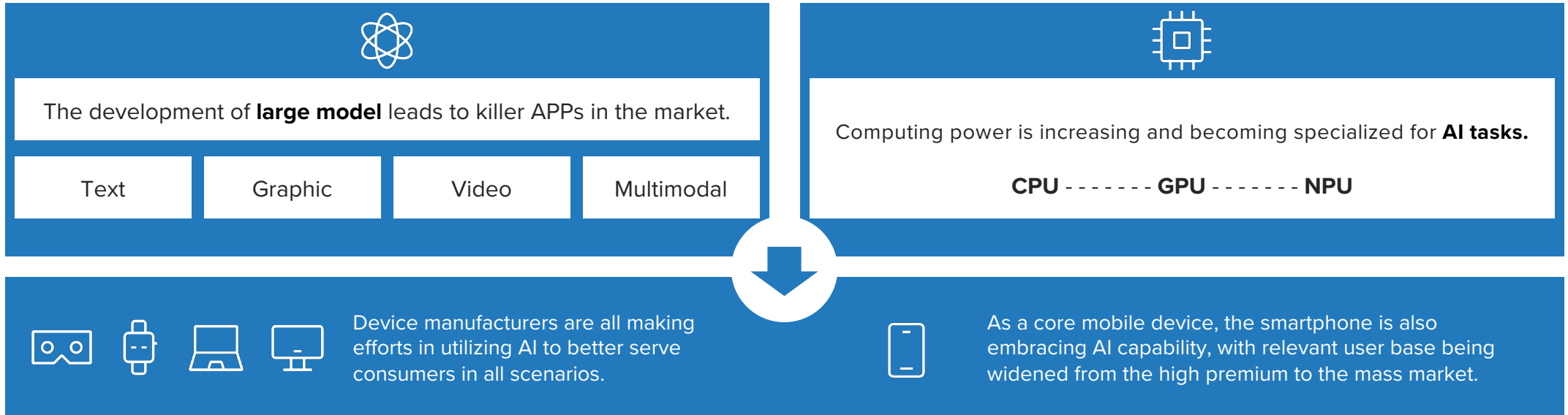




Time to Democratize the Impact of AI Tech

AI Smartphone Changes the User Scenarios

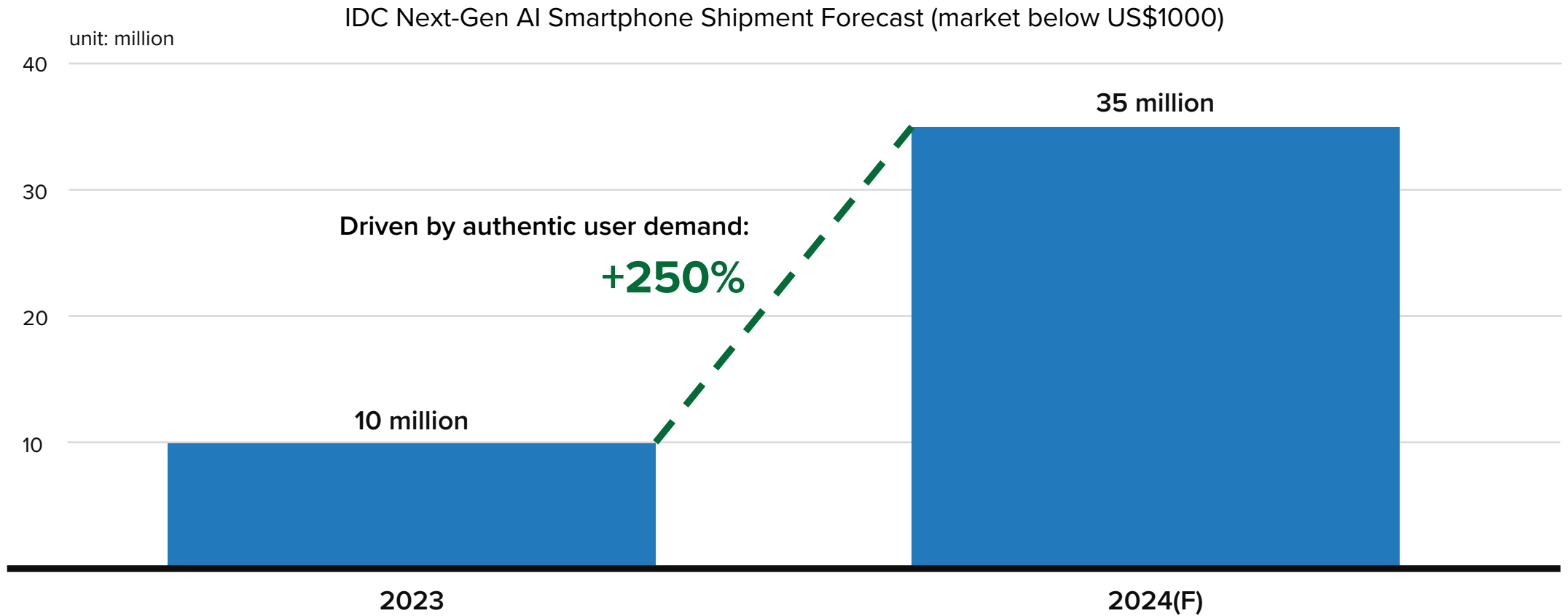
Background | The development of AI is permeating consumers' daily lives, with smartphones playing a crucial role



The proliferation of AI has stimulated consumers' demand on the smartphone market:

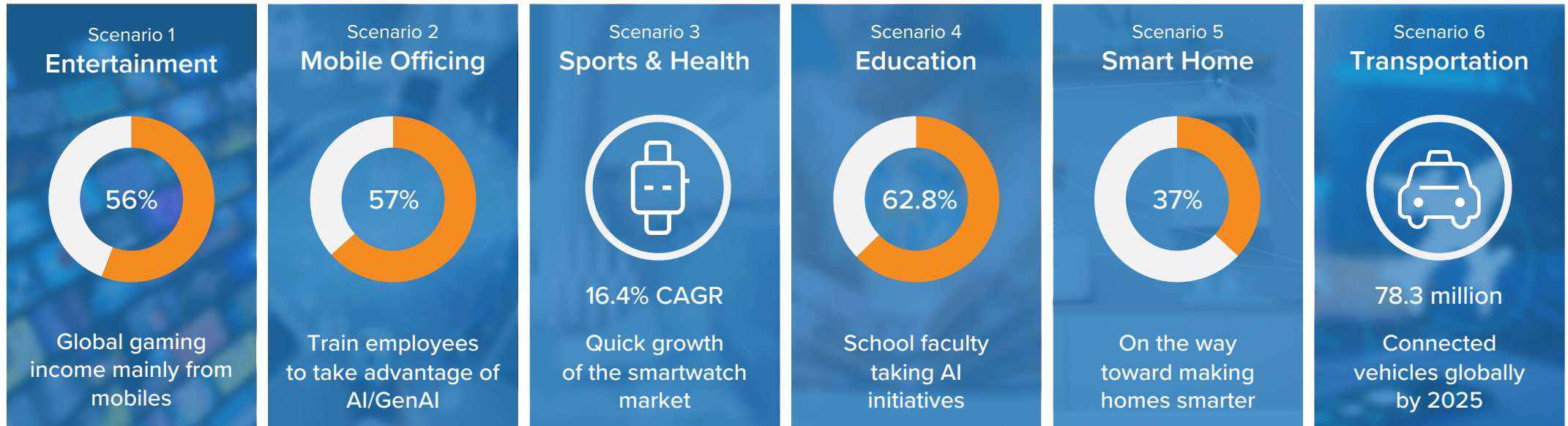
2024 global next-gen AI smartphone shipment will be **170 million** by IDC's prediction.

Sub-US\$1,000 Next-Gen AI Smartphone | AI smartphone's benefits are not exclusive to the high premium market



Scenario Overview |

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



Smartphone is the prime choice for leveraging mobile AI technology.

Smartphone with AI embedment benefit users in all the above scenarios with:

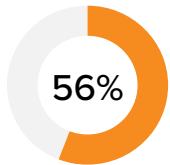
- Benefit 1 Creativity**
- Benefit 2 Productivity**
- Benefit 3 Personalized**

Scenario — Entertainment | Bring Life to Virtual and Virtual to Life

Scenario Trend:

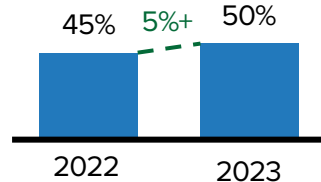
How AI Smartphone Participates in the Trend

Smartphones have been a **major recreational equipment** for streaming content consuming, gaming, and content creation, since its replacement of feature phones.



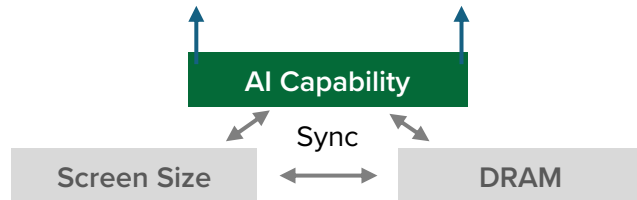
Global gaming market income, share from mobile, 2023

Users need better **audio**, **video**, and **interacting** effect, and **AI can bring the optimization.**



Smartphone device share (%) of Content Creation Time, 2023

Users need more **space for independent creativity**, and **AI can make the tools less cumbersome.**



Scenario 1 Entertainment

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

Gaming Effect Optimization



On-device AI capability optimizes the visual effect, offering a more immersive screen experience.

Impromptu Music Surrounding



Generate simple pieces of music upon users' preference and simple interaction

Speedy Photoshop and Text Generation



AI on smartphone helps users generate abundant high-quality pictures and text in faster paces.

Example from **OPPO**: Recognition and removal of multiple types of elements such as passersby and objects.



Scenario — Mobile Officing | Become a Handy Personal Assistant

Scenario Trend:

How AI Smartphone Participates in the Trend

Smartphones have become an important tool that **brings people's work to their lives.**

Employees' working time and place are becoming more agile, and the traditional office is no longer the sole workplace for most employees.



65% of G2000 companies will consider online presence to be at parity to “in real life” across their engaged workforce by 2025
(IDC FutureScope: Worldwide Future of Work 2023 Predictions)

The application of AI has been crucial to the success of business. Employers became most concerned about employees' gap in AI-based skills to deliver on planned AI initiatives.



57% prioritize training to take advantage of AI technologies
(IDC's IT Skill Survey, October 2023)

Scenario 2 Mobile Officing

As the workplace becomes more mobile and demands more efficiency, AI smartphone is growing to be the center of a highly flexible future workplace.

Notes Taking



AI can help streamline meetings, allowing participants to focus on the discussion.

Example from **OPPO**: Recognize conversation content and generate key information summaries with one-click.



Content Outlining



AI-generated outlines can be a starting point for further creation or discussion.

Email & Schedule Management



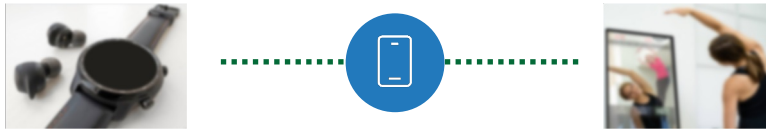
AI can help users stay organized and reduce distractions, hence improving productivity.

Scenario — Sports & Health | Evolve from Monitor to Trainer

Scenario Trend:

How AI Smartphone Participates in the Trend

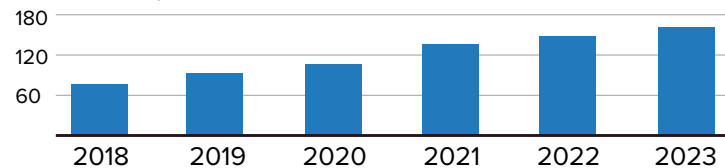
Smartphones have become the **center** that connects smartwatches, earphones, fitness mirrors, and other equipment in the sports and health universe.



Consumers are becoming more **professional** in the pursuit of healthier lives and fitness, relying more on data than subjective experience.

The worldwide smartwatch market saw quick growth in the past five years with a CAGR of 16.4%.

IDC Quarterly Wearable Device Tracker – Smart Watch Units (M)



Trackable Body Index

Body Weight	Blood Pressure	Heart Rate
Blood Oxygen	Hydrating Status	...

Scenario 3 Sports & Health

Injecting powerful analysis and intelligence to a multitude of health products, AI smartphones not only help monitor a person's fitness and wellness, but also serve as a personal coach/doctor.

Dietary Plan Making



AI analyzes one's dietary needs, preferences, and health goals in creating meal plans.

Health Condition Monitoring



AI helps monitor users' physical activity, heart rate, sleep patterns, etc. to provide health insights.

Fitness Training Tutoring



AI adapts training programs based on an individual's progress and performance data.

Pharmaceutical Reminding



By tracking medication usage, AI helps prevent medication errors and ensure right usage.

Scenario — Education | Spare Parents and Educators' Energy

Scenario Trend:

With the surge of online education, **smartphones** have made class content **accessible** to the students anytime, anywhere.

Students and educators have changed their habits dramatically and are much more used to online teaching and learning materials.

With the surge of digital school assets, students' studying behaviors have become trackable, and AI has much to play from this perspective



Scenario 4 Education

AI frees parents and educators from their daily tutoring work and provides personalized schooling services at a lower cost.



62.8%

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

(IDC's Future Enterprise Resiliency and Spending Survey, Sept. 2023)

Developers would firstly focus on the ecosystem of mobile devices in developing school applications. AI will make learning activities more interactive and personalized. It won't be long before the **smartphone** becomes a **tireless tutor** to the kid.

How **AI Smartphone** Participates in the Trend

Class Note Taking



AI transcribes spoken words into text with high accuracy in real time and organizes notes in a personalized format. By offloading the task of note-taking to AI, students can focus more on engaging with the class, leading to better comprehension and retention of information.

Teaching Plan Management



AI adapts training programs based on an individual's progress and performance data.

Interactive Encyclopedia



AI-powered chatbots and virtual tutors provide additional support outside of the classroom.

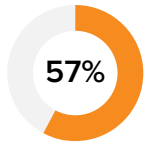
Scenario — Smart Home | Oversee Multiple Complicated Devices

Scenario Trend:

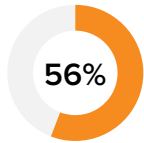
How **AI Smartphone** Participates in the Trend

Key devices in the house are becoming connected, making the **smartphone** a **proper intermediary** between the user and the devices.

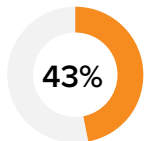
IDC consumer pulse (1Q23) suggests that 37% of people made major changes to their houses, and among these changes were:



of the consumers installed/switched to a **smart doorbell**



installed/switched to a **smart camera**



installed/switched to a **smart speaker**

As household appliances become digitalized, intelligent technologies are having more and more roles to play. The involvement of AI makes the functioning of devices more tailored to the user's living habit.

Scenario 5 Smart Home

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

Security Monitoring



By analyzing data from security cameras and sensors, AI can detect unusual activity or potential threats. And through a smartphone, homeowners and authorities can be alerted in case of emergencies and real-time monitoring of the home is made possible.

Personalized Automation



AI can learn the habits and preferences of the occupants and customize settings to suit needs.

Energy Efficiency



It can automatically adjust settings to conserve energy when occupants are not at home.

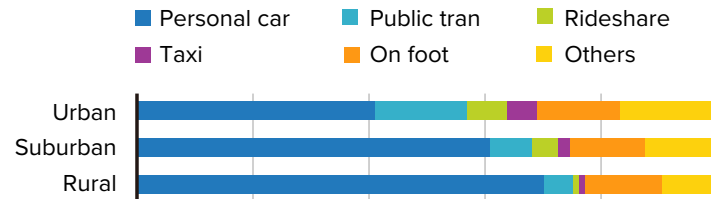
Scenario — Transportation | Make Easy Life Out of Traveling

Scenario Trend:

How AI Smartphone Participates in the Trend

Consumers nowadays have more mobility method options other than using a personal car, especially in the urban areas. This demands **smartphones** to serve as a **master digital interface** that can help consumers plan their travel activities.

Consumer Pulse – Share of Consumer Mobility Time



Even for a personal car, automotive companies are heavily investing in car connectivity. IDC predicts that in the global automotive market, there will be:



78.3 million

Connected Vehicles by the year 2025

Scenario 6 Transportation

AI smartphones, accompanying travelers wherever they go, are becoming more comprehensive than ever in taking care of the users on their trips.

Route Planning



AI analyzes data points of traffic patterns, weather, time of day, user preferences, and historical data, etc., hence it can provide personalized recommendations on the best route to take and suggest destinations that align with the user's interests and preferences.

Travel Tips Providing



Upon vast amounts of data, AI can provide real-time updates on weather conditions, traffic, and other travel-related information to help users make informed decisions during their trip, and it offers customized tips that cater to the individual user's requirements.

Summary



AI smartphones will be the key to democratizing AI for everyone.



Scenario
Entertainment



Bring Life to Virtual
and Virtual to Life

Scenario
Mobile Officing



Become a Handy
Personal Assistant

Scenario
Sports & Health



Evolve from Monitor
to Trainer

Scenario
Education



Spare Parents and
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