

China Mobile Beijing Seizes the Smart Home Market through Computing Hosts, Building a Smart Home Ecosystem and Providing a Brand New Experience to Customers

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A significant shift in the technology world from the past year is the rise of artificial intelligence (AI), particularly large language models (LLM), which have reached mainstream consumers and rapidly affected various business sectors. This has revealed the limitless potential of AI as a groundbreaking technology to boost productivity and creativity across various fields, making many previously unattainable scenarios or experience now feasible.

This is also critical for the telecommunications industry, which is pivotal in shaping ICT infrastructure. Visionary industry leaders and pioneers constantly adapt to emerging trends and evolving demands driven by the AI revolution, focusing on building a transformative busi-

ness ecosystem, seizing new opportunities, and driving sustainable growth—all while redefining and elevating the user experience for the future.

Launched in May 2024, China Mobile Beijing's computing host has emerged as a resounding success. Centering its efforts on smart displays enhances intelligent computing, strengthens the smart home ecosystem, and elevates the overall user experience. This strategic approach positions China Mobile Beijing as a key player in the smart home market, securing market share while exploring new products, services, and branding. It stands as a prime example of telecommunications innovation in the AI era. Notably, the seamless integration of gigabit networks, fiber-to-the-room (FTTR), and advanced AI capabilities has paved the way for upgraded smart home solutions, superior services, and an expanded "AI Home (Aijia)" brand, complete with innovative offerings.

Tailor Products and Ecosystems for the Intelligent Era with a Forward-Looking Strategy

On May 21, 2024, China Mobile Beijing held the Mobile AI Smart Home Conference with the theme of "AI Home: Bringing More AI to Homes." The core technology of the new products and services launched at this conference are the AI Home Optical Network AI Suite and the AI Home Optical Network Computing Suite, which are on their mobile applications and serve as the core technology of the new brand of AI Home.

China Mobile Beijing's home computing host is an intelligent product that integrates communication and interactive capabilities. Its core is the precise blend of AI technology with the experiences and security needs of the home scenario, particularly for motion involved activities like AI motion sensing games that offer strong interactivity. It features high-definition sensors and connects to a large model of the visual network, allowing it to recognize the movements of each family member effortlessly. Moreover, it can be expanded with set-top boxes, video phones, and smart speakers, enabling users to watch TV, make calls, listen to music, and keep an eye

on their home. This transforms the house into an entertainment hub, allowing users to enjoy a private gym without leaving home. It also facilitates smooth video calls with relatives and friends while watching movies together simultaneously with synchronized audio and visuals.

The AI Home Optical Network AI Suite is fully compatible with the computing host. With AI home security devices and gigabit broadband as the core, it deeply optimizes home network and security. It can intelligently identify various family members' movements, such as sending an alarm when infants and young children approach the fence or warning pets through voice when they approach areas unsuitable for them, providing a full range of services for family safety.

The launch of the computing host by China Mobile Beijing was a gradual process rather than a sudden achievement. A few years ago, China Mobile Beijing started enhancing the offerings related to home products to elevate user experiences. The Smart Home Video connection solution developed with Huawei received major awards in China.

The Smart Home Video Solution connects to the IMS network through VIS, facilitating communication between large and small screens in all scenarios. With a VoLTE direct connection and no need to download apps, it can reach 100% of all terminals. It offers large screen to large screen and large screen to small screen family calls, providing 1080P high-definition video quality to ensure users have a comfortable calling experience. At the same time, it enables sharing capabilities, allowing users to interact with relatives and friends in real-time while watching movies, with accurate content synchronization, so they can watch movies and chat simultaneously.

China Mobile Beijing has seized the business opportunities presented by increasingly diverse smart home environments, such as intelligent interactive experiences, which represent a major trend for the future. The computing host can integrate a wide range of fitness and gaming content, gradually forming an ecosystem. With the progressive advancement of network technologies alongside intelligent interactive environments, the fitness



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needs of all family members can now be settled within the home. The expanding experiential environments and ecosystems can break the traditional concept of "a big screen is only for watching movies," thereby upgrading the media computing host to serve as the gateway to home entertainment. By utilizing visual perception, computing power, and bone recognition algorithms from the camera, the accuracy of interactive applications is enhanced, resulting in stronger real-time engagement in fitness and gaming activities. China Mobile Beijing is

dedicated to collaborating with industry partners to drive the comprehensive intelligent upgrade of smart displays from mere "watching", gradually fostering the growth of the smart home ecosystem.

Offer New Services through Intelligence in Business

For user experience, China Mobile Beijing relies on home

computing hosts and home-oriented network infrastructure products to infuse intelligence, enhance the user experience, and ultimately upgrade communication services.

AI computing hosts are the heart of smart home. From the living room to the bedroom, China Mobile Beijing has created a convenient new experience in the smart era, including voice control for smart speakers, visualized management through smart displays, and connected, controllable home appliances, all contributing to making family life smarter, more convenient, and safer. Moreover, health monitoring equipment can upload user health data in real-time, provide alerts for abnormal physical signs and indicators, offer improvement consultations and suggestions, and deliver various services to safeguard a healthy life.

Migu, a subsidiary of China Mobile, also plays an important role. Migu and China Mobile Beijing have created a series of digital cultural applications utilizing 10G optical networks, such as 8K high-definition video, naked-eye 3D, AI motion training, and more. Migu's Digital Intelligence Competition Science and Technology Center leverages cutting-edge technologies such as 10G optical networks, computing power networks, and distributed cloud rendering to serve as a venue that integrates culture, sports, technology, and education. The facility features VR classrooms to offer children an immersive learning experience, as well as immersive competitive games to provide users an unprecedented gaming experience.

China Mobile Beijing has introduced AI services to enhance the in-app experience. Customers can easily access the service page by activating the AI smart assistant "Lingxi" with their voice within the mobile app, improving convenience for users. The mobile app features a large customer service model that employs AI customer service to assist customer service representatives in quickly understanding customer inquiries and improving accuracy and responsiveness. Various real-time and efficient online supports, such as autonomous troubleshooting, video customer service, remote service, and on-site visits by smart home technicians, will provide a comprehensive, multi-faceted, intelligent, and high-quality service for online and offline customers.

Capitalize Smart Home Market with Revamped Branding

China Mobile Beijing has announced new branding initiatives. In 2024, China Mobile launched "AI Home (Ai-jia)", the fourth largest customer brand after GoTone, Easy Own, and M-Zone. It quickly entered China Mobile Beijing's retail stores with posters, together with the brand spokesperson, Chinese retired springboard diver Guo Jingjing, whose positive image and dedication to family are consistent with its brand image. These new initiatives show China Mobile's ambition for new business opportunities in the AI era.

China Mobile Beijing and its partners jointly held the "Love Family Club" opening ceremony at a press conference. They promoted "Love Family Day," a series of events to serve customers better. China Mobile Beijing has launched special offers online, including supermarket vouchers and video memberships. Offline, it has further connected with customers by organizing various Love Family Club activities such as sports, parenting events, and other lifestyle activities. China Mobile Beijing stated that it will continue introducing more innovative Love Family Day activities, allowing an increasing number of mobile customers to enjoy the benefits of a smart lifestyle.

China Mobile Beijing will continue to shape a new chapter of innovative and convenient living for thousands of households through the brand values of "fast, intelligence, and professionalism" and technological innovation in the smart home sector.

Beijing is the leading city in constructing and applying China's dual-gigabit network. By the end of April 2024, there will be an average of 52 5G base stations for every 10,000 people, 21.27 million 5G mobile phone users, a 5G traffic diversion ratio exceeding 50%, 2.54 million gigabit broadband users, and a high-quality, all-optical capacity boutique network designed for "1ms within Beijing and 2ms around Beijing." As a result, the scale of Beijing's digital economy continues to grow, consistently ranking at the forefront of the country.

Undoubtedly, AI is rapidly integrating into consumers' daily lives. It is changing how information content is generated and interacted with, improving efficiency by a hundred times, stimulating traffic tenfold, revolutionizing the experiences of users, cars, and homes, ushering in a new era of the smart Internet of Things, advancing industry digitalization into the intelligent age, and re-shaping our life and work experiences.

AI will enhance the dual 10G networks, unlock limitless potential, and facilitate the digital transformation and intelligent advancement of society and industry. By expanding and strengthening the network infrastructure, the deep integration of 5G-A/F5G-A and AI will create a synergy effect, boost the development of new quality productivity, and enhance the quality of life for countless households. China Mobile Beijing will continue collab-

orating with industry parties to enrich the ecosystem, embrace the dual 10G era, promote the new industrialization and low-altitude economy, position Beijing as a model smart city, and maintain its leading role in the digital economy.

