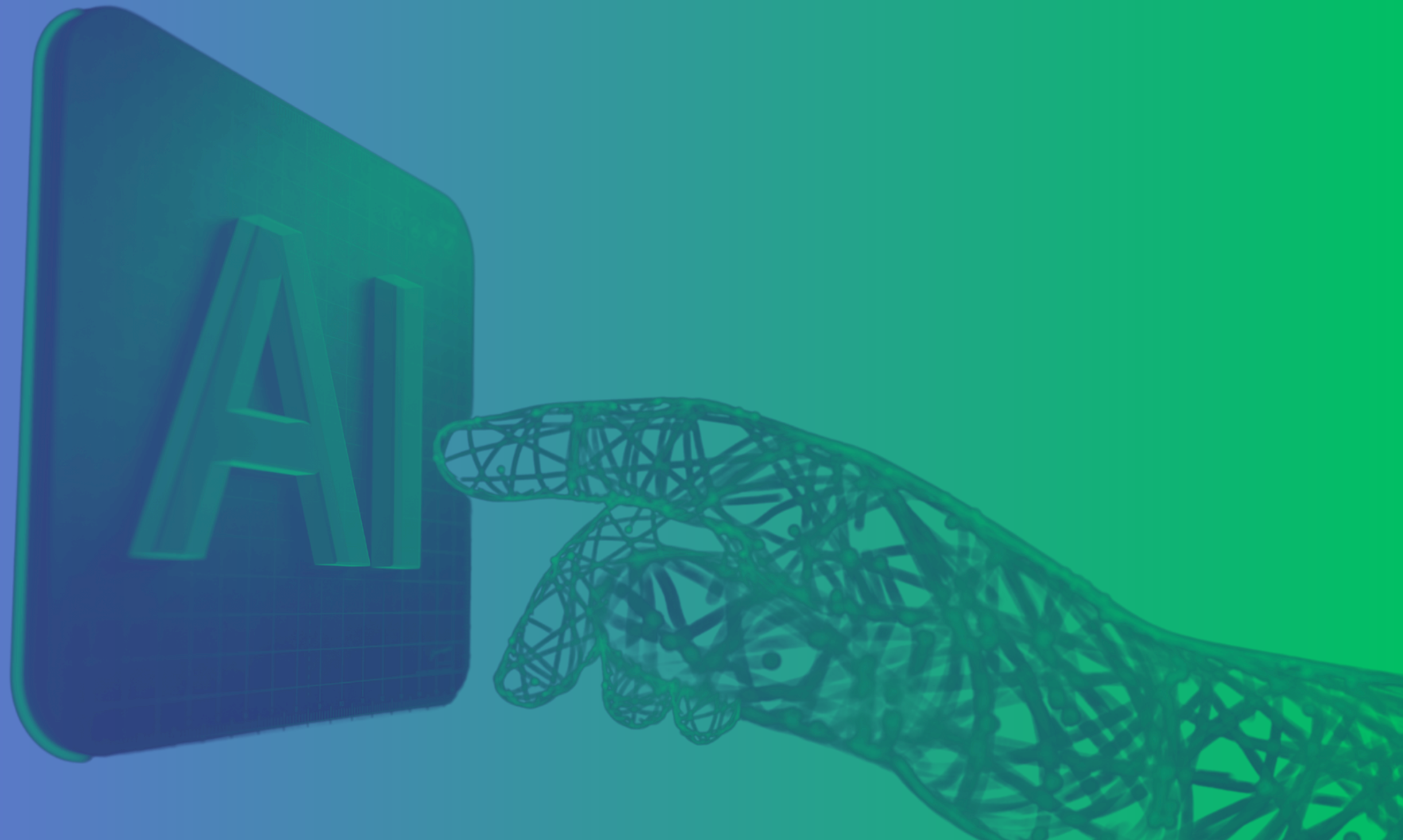


# ARTIFICIAL INTELLIGENCE

As a differentiator in Consumer Tech (2025-2030)



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“The best AI is invisible—it simply works for you, adapts to you, and disappears into the background.”

# Winning Consumers with AI: The New Rules of Tech Engagement (2025)



# Evolution of AI in Consumer Tech (2020–2030)

## ✓ Phase 1: AI Enhancements & Generative AI Emergence

2020–2024

2020–2021

### Real-time AI Features in Video Calls

- Advanced noise cancellation during calls
- AI-powered background blur and replacement
- Real-time lighting optimization

Zoom, Microsoft Teams, Google Meet

2021–2022

### Computational Photography Revolution

- AI-enhanced night mode photography
- Smart HDR and scene optimization
- Object detection and portrait enhancement

Google Pixel, Samsung Galaxy, TECNO

2022

### Context-Adaptive AI Optimization

- Predictive app loading and resource management
- Smart battery optimization based on usage patterns
- Adaptive display and performance tuning

Apple, Xiaomi, OnePlus

2022–2023

### Dedicated AI Hardware Integration

- AI-specific processing units in mobile chips
- Neural processing units (NPUs) for edge computing
- Specialized AI accelerators for real-time processing

Qualcomm Snapdragon, Intel, MediaTek

2023

### AI Productivity Tools

- AI Summarise for documents and articles
- Super Document processing and organization
- Smart text extraction and analysis

iQOO, Infinix, Vivo

2023–2024

### AI-Driven Image Editing

- Magic Eraser for unwanted object removal
- AI-powered background replacement
- Intelligent photo enhancement and restoration

Google, Adobe, Samsung

2024

### Generative AI Integration

- ChatGPT and LLM integration in devices
- AI-powered creative tools (Midjourney, DALL-E)
- Microsoft Copilot in productivity suites

OpenAI, Microsoft, Adobe

2024

### AI Gaming Enhancements

- XBOOST AI performance optimization
- AI Magic Box for game enhancement
- Real-time frame rate optimization

Gaming phone manufacturers, GPU vendors

## 🚀 Phase 2: AI as Primary Interface & Intelligent Ecosystem

2025–2030

2025–2026

### AI as Primary Device Interface

- Voice-first interaction becomes standard
- Predictive UI that adapts to user behavior
- Gesture and eye-tracking integration

2026–2027

### Widespread Local On-Device LLMs

- No cloud dependency for AI processing
- Enhanced privacy and faster response times
- Personalized AI models for each user

2027

### Multi-Device AI Assistants

- Seamless continuity across phone, laptop, AR glasses
- Context-aware cross-device task management
- Unified AI personality across ecosystem

2027–2028

### Real-Time Multilingual Voice Translation

- Instant conversation translation
- Voice cloning for natural speech output
- Cultural context understanding

2028

### Proactive AI Personal Coaching

- AI-driven personal coaching and task management
- Health and wellness optimization
- Predictive life assistance

2028–2029

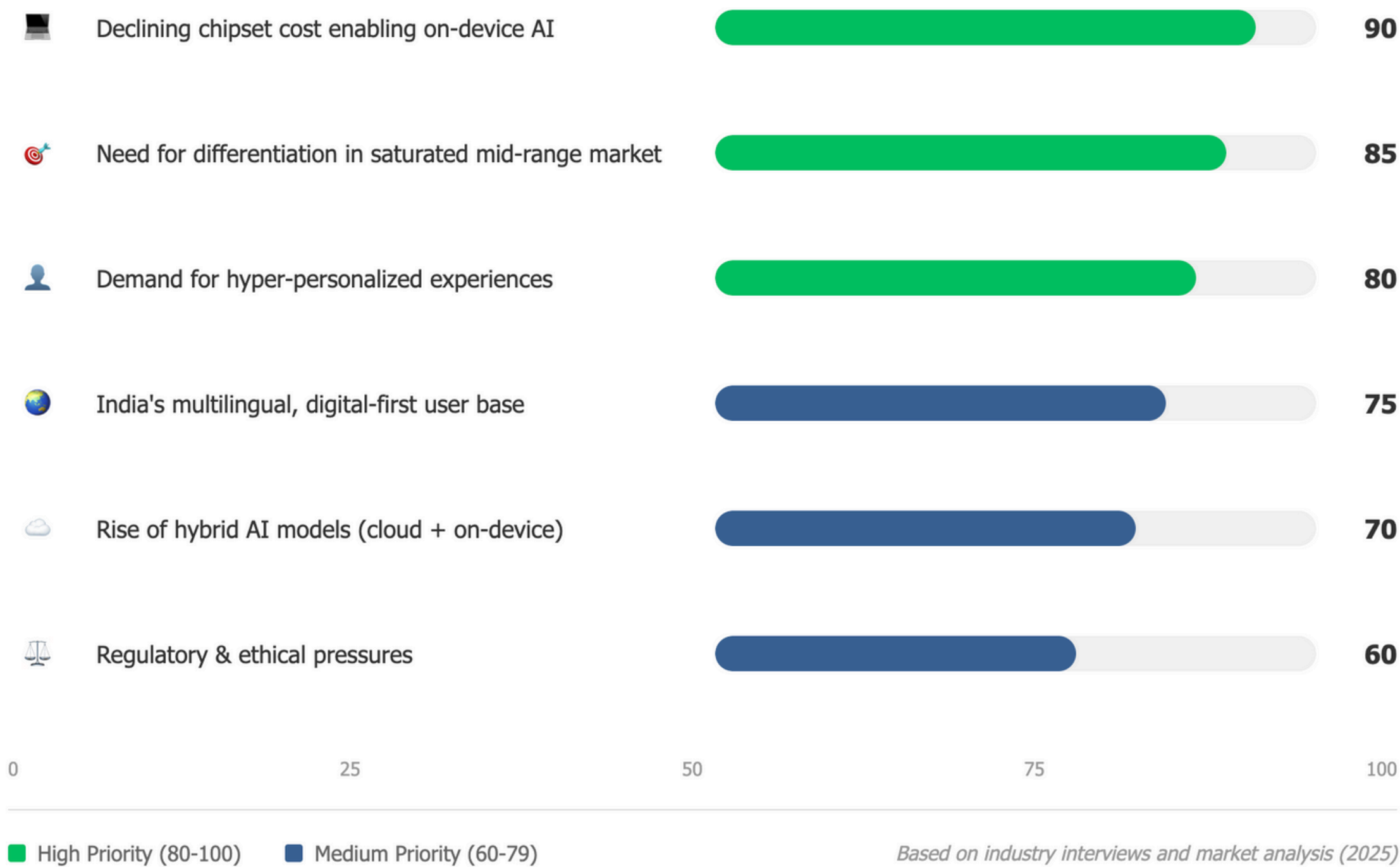
### Advanced AI Content Creation

- AI-generated content with direct social posting
- Hyper-personalized UI experiences
- Real-time creative assistance

# Market Forces Driving AI Adoption



Relative Impact & Priority Rankings



Based on industry interviews and market analysis (2025)

- Declining chipset costs are enabling scalable on-device AI
- Heightened need for differentiation in an increasingly saturated mid-range market
- Rising demand for hyper-personalised, context-aware user experiences
- India’s digital-first, multilingual consumer base is accelerating AI integration across devices

# OEMs Priorities for AI

AI adoption in consumer technology is being driven by three key forces:

- Affordable AI-ready chipsets enabling advanced features across various price segments
- Growing demand for hyper-personalisation and real-time contextual assistance
- The need for differentiation in a saturated hardware market through AI-led user experiences

While ethical AI and regulation are currently lower on the priority list, they are gaining momentum and are expected to play a more significant role by 2030.

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## 2025–2030 Strategic Focus Areas

### Human-Centric Interaction & Personalization



85%

*Voice-first interaction, multilingual support, adaptive assistants*

### Enhanced Productivity & Efficiency



71%

*Task automation, summarization, predictive battery management*

### Advanced Imaging & Content Creation



71%

*AI photo editing, camera optimization, creative assistance*

### AI Democratization & Accessibility



71%

*AI availability in budget/mid-range devices*

### Data Security, Privacy & Ethical AI



71%

*On-device processing, ethical transparency*

### AI in Gaming



43%

*Frame rate optimization, AI in-game assistance*

### AI Ecosystem Expansion: Wearables & IoT



28%

*Smart rings, earbuds, connected devices*

■ Priority Level (%)



# What does the industry say?

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“ —  
We believe the future isn’t about AI being visible; it’s about AI being valuable.  
— ”  
-ANISH KAPOOR  
CEO, INFINIX INDIA AT TRANSSION HOLDINGS

“ —  
Every iQOO device is thoughtfully equipped with impactful AI features, delivering enhanced experiences... Because smart tech should be accessible, not exclusive.  
— ”  
-NIPUN MARYA  
CEO, IQOO INDIA



“ —  
This means hardware is no longer a big differentiator — the real game now is software. The software experience, especially AI-led experiences, is what will make brands stand out.  
— ”  
-DEVNEET BOHIDAR  
CATEGORY HEAD - SMARTPHONES, LAVA

“ —  
We don’t view AI as just another feature. We think of it as a fundamental shift in how we design and deliver technology.  
— ”  
-INDRAJIT BELGUNDI  
SENIOR DIRECTOR & GENERAL MANAGER, CLIENT SOLUTIONS GROUP, DELL INDIA



# What does the industry say?

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“ —  
AI will be actually all-pervasive. I think it will be difficult to find devices which don't have an AI component.  
— ”  
-ANKU JAIN  
MANAGING DIRECTOR, MEDIATEK INDIA



realme

“ —  
AI will power the overall user experience, helping differentiate realme devices through smarter usability, enhanced longevity, and intelligent personalisation across every price point.  
— ”  
-CHASE XU  
VICE PRESIDENT AND CMO, REALME

oppo

“ —  
The future of AI phones might not look like current devices at all, it won't be based around apps. I think of something like Jarvis from Iron Man, an assistant that feels personal.  
— ”  
-SAVIO D'SOUZA  
HEAD OF PR & COMMUNICATIONS, OPPO INDIAINDIA

ASUS

“ —  
The "most important feature for AI" going forward will be "all the software integration with AI," which can make work "even more efficient."  
— ”  
-ARNOLD (GUAN HAO) SU  
VICE PRESIDENT, ASUS INDIA

# OEMs' AI Strategies



## Practical Utility & Problem Solving

- Workflow optimization through AI summarization
- Intelligent task automation for daily productivity
- Real-world problem-solving applications

### Real-World Examples

**ASUS** Copilot Plus for seamless productivity integration • **Infinix** XBOOST Gaming Engine for performance optimization

**30%** HIGHEST PRIORITY



## AI Democratization & Accessibility

- Advanced AI features in budget and mid-range devices
- Affordable AI innovation across price segments
- Making cutting-edge AI accessible to broader markets

### Leading Brands

**Realme** **Infinix** **Lava** **Dell** **iQOO** - Pioneering affordable AI innovation for mass market adoption

**25%** HIGH PRIORITY



## Human-Centric Interaction & Personalization

- Conversational and voice-first AI interfaces
- Real-time multilingual support and translation
- Adaptive UI based on individual user behavior

### Innovation Leaders

**OPPO** **Lava** **Realme** - Developing personalized AI experiences that adapt to user preferences and interaction patterns

**20%** MEDIUM PRIORITY



## Advanced Imaging & Content Creation

- AI-driven photo and video editing capabilities
- Smart object removal and intelligent cropping
- Camera tuning optimized for regional preferences

### Camera Innovation

**Lava** **OPPO** **Realme** - Implementing region-specific camera AI tuning and advanced editing features

**15%** MODERATE PRIORITY



## Device Performance, Battery & Security

- Battery optimization through predictive AI algorithms
- On-device data processing for enhanced privacy
- Advanced security measures and ethical AI frameworks

### Security & Performance

**Dell** **ASUS** **Lava** - Battery optimization • **OPPO** **Realme** **Dell** - Privacy-first AI processing

**10%** SPECIALIZED FOCUS



# AI Features: Distance to End Customer Adoption

10-25%  
Away

APPROACHING

## Seamless Multilingual Voice & Nuanced Content Creation

- ▶ Real-time voice-first multilingual translation
- ▶ Region-specific AI camera tuning (Indian skin tones)
- ▶ AI-driven content creation and direct social posting

*These features build on existing AI capabilities in natural language processing and computer vision. Current advancements in large language models and image processing make these implementations increasingly feasible for consumer devices in the near term.*

Google, Apple, Samsung

30-50%  
Away

MEDIUM DISTANCE

## Full Predictive Device Optimization & Advanced Contextual AI

- ▶ Predictive performance optimization (battery, thermal, gaming)
- ▶ Smarter and personalized system UI
- ▶ AI as a foundational layer across device ecosystems

*These capabilities require deep integration of AI models with device hardware and operating systems. While the foundational technologies exist, achieving seamless predictive optimization and truly intelligent UI personalization across diverse device ecosystems remains challenging.*

Realme & Android OEMs

60-70%  
Away

MOST DISTANT

## Transformative, Human-Centric AI Companions & Spatial Computing

- ▶ Smart personal AI assistants (e.g., Jarvis-like experience)
- ▶ Advanced AI agents (math/English tutors, mental health companions)
- ▶ Spatial computing as next-gen personal devices

*These features require significant breakthroughs in AI reasoning, natural language understanding, and spatial computing hardware. The complexity of creating truly human-like AI companions and seamless spatial interfaces represents the frontier of consumer technology.*

Dell & Industry Leaders

# Final Takeaways

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- **AI is now the front-end experience in consumer devices, not just backend magic**
- **Personalization, voice-first UX, and ethical design will define future winners**
- **Brands that solve real problems and democratize AI will lead the market**

## Strategic Impact

The convergence of these trends represents a fundamental shift in consumer technology, where AI transitions from a feature to the foundational layer of user experience. Organizations must prioritize ethical AI development, privacy-first solutions, and ecosystem partnerships to maintain competitive advantage in the rapidly evolving AI landscape.

**This report is based on a hybrid research methodology, combining primary qualitative interviews with senior executives from leading tech brands (including ASUS, OPPO, Lava, Dell, Infinix, iQOO, MediaTek and Realme), alongside secondary analysis of product announcements, patents, and market reports from 2020 to 2025. Insights were drawn from structured interviews, verbatim transcripts, and ongoing product benchmarking to assess how AI is evolving as a differentiator in consumer technology. Key trends were validated across multiple categories, smartphones, PCs, wearables, and triangulated with publicly available datasets and company statements to ensure accuracy and relevance for the Indian market.**



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