AI Smartphone Brands Benchmarking

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ACE Framework

The ACE framework designed by Techarc to benchmark AI smartphone models covers all the features and use cases that are powered by artificial intelligence.

All the features, whether powered by Generative AI or Agentic AI are categorised in Assist, Create and Enhance elements basis the value addition they bring to the smartphone experience.

Assist   Create   Enhance
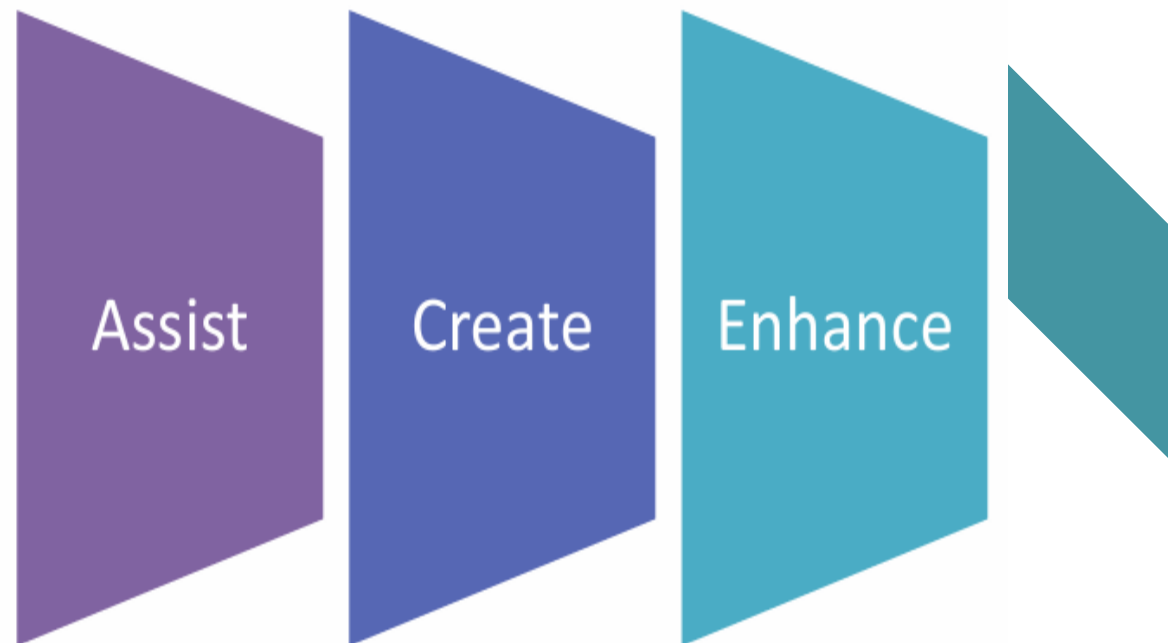
01
Assist
Agentic AI features that help users organizing calendar, scheduling, and data retrieval.

02
Create
Generative AI-driven tools that create new content, like text, images, or music, based on user prompts or inputs.

03
Enhance
AI capabilities that improve existing content, such as refining images, optimising videos, or improve connectivity.

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Types of AI

AI by Origin

Third-party AI

Third-party AI refers to features powered by external LLMs, such as, Google's Gemini, OpenAI's ChatGPT, and Meta's Llama. These AI features are often cloud-based and provide common features across multiple devices.

Proprietary AI

Proprietary AI includes features developed in-house by smartphone brands, tailored specifically for their devices, such as, Samsung's Galaxy AI for real-time translation and camera optimisation, Apple's Apple Intelligence for enhancing Siri and photo editing, and Motorola's Moto AI for organising information and simplifying tasks.

AI by Outcome

Generative AI

It refers to AI systems designed to create new content, such as text, images, audio, or video, based on patterns learned from existing data. Examples include tools like OpenAI's ChatGPT for text generation, DALL-E for image creation.

Agentic AI

It refers to AI systems that act autonomously to achieve specific goals O2 or tasks, often mimicking human decision-making processes. These systems can plan, learn, and adapt in real-time. Examples are virtual assistants like Siri or Gemini, and also AI features that help in battery optimisation and display colour tone.

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Third Party AI By Brands

Gemini

Samsung	
Google	Asus
Realme	iQoo
Motorola	OnePlus
Redmi	Lava
Tecno	Poco
Infinix	Itel
Oppo	Xiaomi
Vivo	

ChatGPT/Open AI

Apple
Nothing

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AI features - Examples

Assist Features	Create Features	Enhance Features
Note Assist Call Assist Gemini AI Assistant AI Planner ask or search siri Ella AI Assistant AI Assistant for Notes Data & Balance Assistant	Generative Edit Pixel Studio Magic Compose magic canvas Genmoji AI Artboard AI Studio Magic Create	Galaxy Gallery Search Audio Magic Eraser Pixel Screenshots AI Portrait Snap AI 2K LivePhoto Next Move Look and Talk Smart Reply clean up AI Voiceprint Noise Suppression AI Reflection Remover AI Unblur Live Texts Visual Look Up

NOTE: Exhibit features, list not exhaustive. Features available with respective brands who have named them differently.
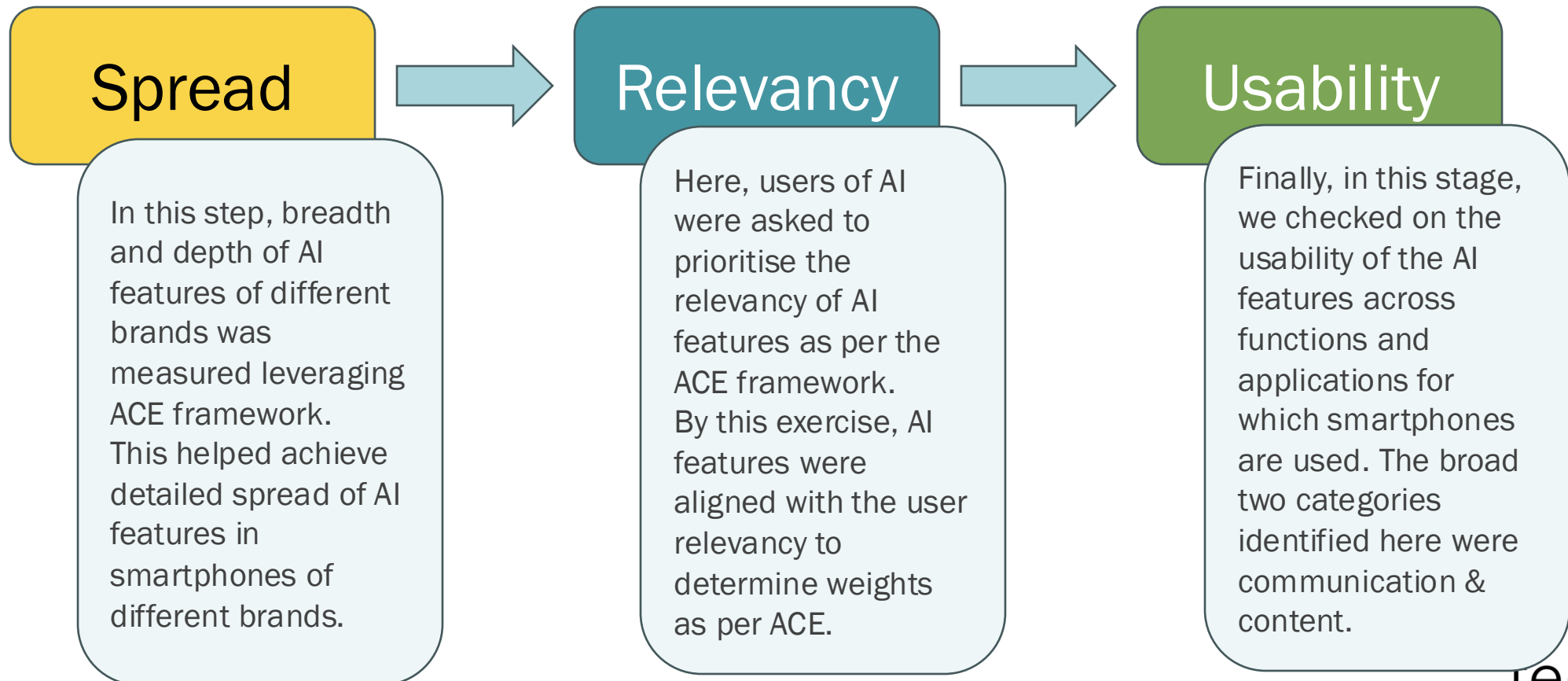
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Evolving User AI Understanding
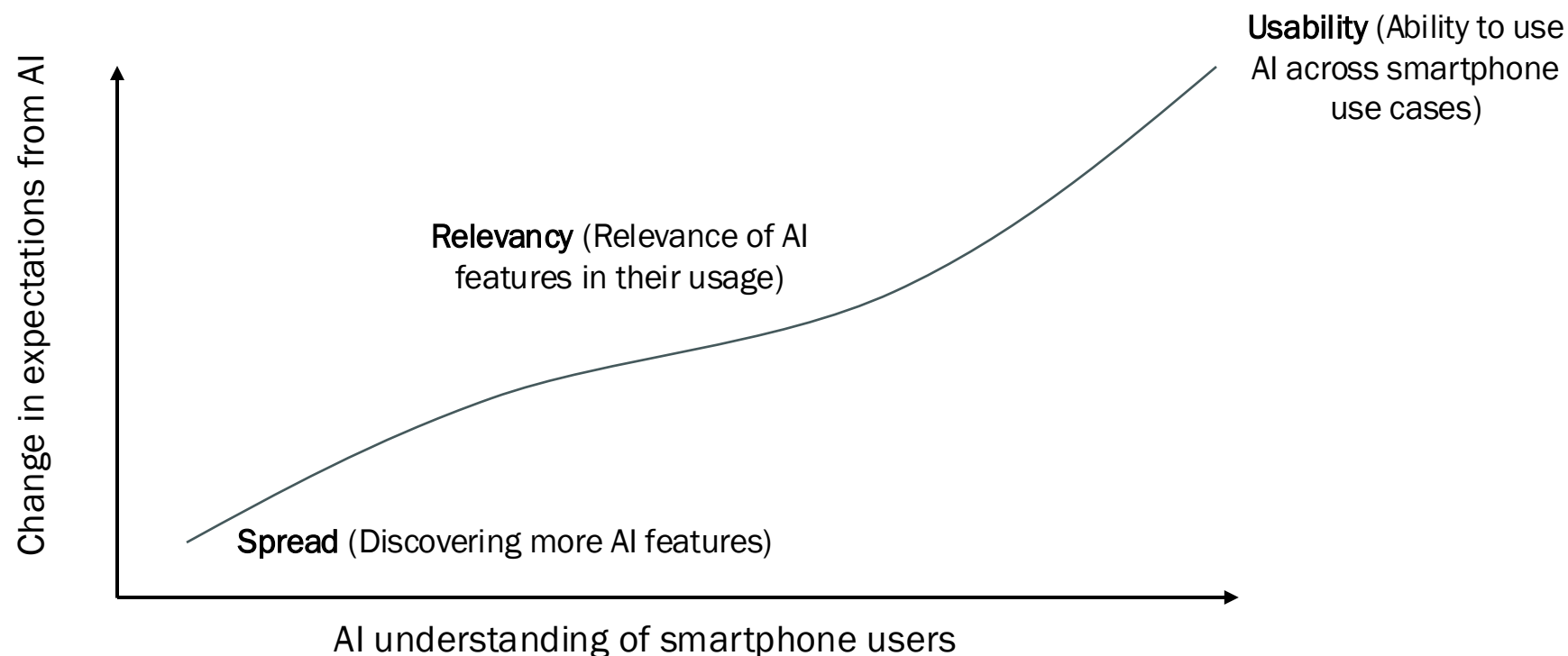
As AI exposure and understanding of smartphone users is increasing across different segments and cohorts, there is a visible change in user expectation in terms of moving from exploratory to productivity phase. In the productivity phase users find more value in AI features that are relevant and usable for them.

Benchmarking AI Smartphone Brands

In line with changing user understanding of AI, Techarc used the following approach to find the best AI smartphone brands.

Spread

In this step, breadth and depth of AI features of different brands was measured leveraging ACE framework.
This helped achieve detailed spread of AI features in smartphones of different brands.

Relevancy

Here, users of AI were asked to prioritise the relevancy of AI features as per the ACE framework.
By this exercise, AI features were aligned with the user relevancy to determine weights as per ACE.

Usability

Finally, in this stage, we checked on the usability of the AI features across functions and applications for which smartphones are used. The broad two categories identified here were communication & content.

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AI features in Smartphone Brands

Brand	Assist Features	Create Features	Enhance Features
Apple	1	4	7
Asus	0	1	5
Google	4	2	8
Infinix	3	2	7
iQoo	4	0	5
Itel	2	0	5
Lava	0	0	1
Motorola	4	3	12
Nothing	4	1	4
OnePlus	2	0	7
Oppo	1	1	11
Poco	3	1	6
Realme	2	2	11
Redmi	6	2	4
Samsung	4	2	9
Tecno	3	2	9
Vivo	7	2	3
Xiaomi	3	2	7

- All the OEMs are primarily focusing on features that enhance the features, services or applications of their smartphones. This is where most of the features are added through AI.
- Vivo offers the maximum, 7 Assist features of AI.
- Apple's AI features help more in creation of content. It offers 4 Create features in its AI.
- Motorola offers 12 Enhance features.

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AI Smartphone Leader Brands - Features

Brand	AI Features	Rank
Motorola	19	1
Realme	15	2
Samsung	15	2
Google	14	3
Tecno	14	3
Oppo	13	4
Apple	12	5
Infinix	12	5
Redmi	12	5
Vivo	12	5
Xiaomi	12	5
Poco	10	6
iQoo	9	7
Nothing	9	7
OnePlus	9	7
Itel	7	8
Asus	6	9
Lava	2	10

- In terms of number of AI features offered by various smartphone brands, Motorola leads with 19 distinct AI features, which includes 3rd party as well as proprietary AI features.
- This is followed by Realme and Samsung with 15 features. These 3 brands (Motorola, Realme & Samsung) are offering more features than Google, which owns Gemini, predominantly used by smartphone makers for enabling AI features.
- Most brands offer 12 AI features tilted towards content enhancing features leveraging GenAI.
- There is a strong correlation in the number of AI features and the price segments brands primarily operate in.

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AI Smartphone Leader Brands - Relevancy

Brand	Relevancy	Rank
Motorola	69%	1
Realme	56%	2
Samsung	54%	2
Tecno	51%	3
Google	50%	3
Oppo	50%	4
Apple	43%	5
Infinix	43%	5
Xiaomi	43%	5
Redmi	40%	5
Vivo	39%	5
Poco	36%	6
OnePlus	34%	7
iQoo	32%	7
Nothing	31%	7
Itel	26%	8
Asus	23%	9
Lava	20%	10

- While all brands have a host of AI features introduced in several of their smartphone models, the users do not find all of them relevant in their daily smartphone usage.
- Motorola leads in relevancy of features as well with 69% of the respondents finding the features in these phones relevant.
- Only 6 brands have so far been able to cross 50% mark offering the users relevant AI features.
- To offer meaningful AI and increase AI usage, the brands will have to tune their AI features making them relevant

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AI Smartphone Leader Brands - Usability

Brand	Usability	Rank
Tecno	79%	1
Motorola	67%	2
Samsung	64%	3
Google	64%	3
Realme	52%	4
Oppo	50%	5
Apple	47%	6
Infinix	45%	7
Xiaomi	43%	8
Redmi	40%	9
Vivo	40%	9
Poco	38%	10
OnePlus	33%	11
iQoo	30%	12
Nothing	27%	13
Itel	20%	14
Asus	20%	14
Lava	19%	15

- The two broad categories use cases of smartphone are – content and communication. Content includes, creation, consumption and enhancement. Communication encompasses the voice, text & video applications as well as the underlying network features.
- Smartphone users want to leverage AI features across both broad categories of content and communication that would make AI usable for them across whatever they do with the phone.
- Tecno led with 79% usability score owing to some of the unique features it offers in communication, while other brands' features are around content only. In other brands communication feature of live translation is seen as only usable feature.
- OEMs will have to make AI as the default UI for which they need to widen the usability of AI features beyond content use cases.

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AI Smartphone Leader – Best AI Brand

Brand
Tecno
Motorola
Samsung
Realme
Google
Oppo
Apple
Infinix
Xiaomi
Redmi
Vivo
OnePlus
iQoo
Nothing
Poco
Itel
Asus
Lava

Spread

x

Relevance

x

Usability

Rank
1
2
2
3
4
5
5
6
7
8
9
9
10
11
12
13
14
15

- Weighted score of AI feature spread, relevancy and their usability ranks the smartphone brands. This ranking brings in user perspective by way of what they find meaningful feature powered by AI offered by these brands.
- Owing to a higher score in usability, Tecno leads the ranking chart, followed by Motorola and Samsung posting 2nd rank.
- As we usher into AI 2.0 with agentic AI features in smartphones, OEMs will have to understand consumer relevance and usage of AI features to rank higher and offer elevated AI experiences.

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List Of AI Smartphone Models Covered

Brand	Model		Brand	Model		Brand	Model		Brand	Model
Apple	iPhone 16		iQoo	Z9s Pro		Oppo	Reno14 Pro 5G		Samsung	Galaxy S25+
Apple	iPhone 16 Plus		Itel	S23+		Poco	X7 Pro		Samsung	Galaxy S25
Apple	iPhone 16 Pro		Itel	S24		Poco	X7		Samsung	Galaxy Z Fold 7
Apple	iPhone 16 Pro Max		Itel	Super Guru 4G Max		Poco	F6		Samsung	Galaxy Z Flip 7
Apple	iPhone 16e		Itel	A70		Realme	13		Samsung	Galaxy Z FE
Asus	ROG Phone 8		Lava	Agni 3 5G		Realme	14x		Tecno	Pova 6 Neo
Asus	ROG Phone 8 Pro		Lava	Blaze Curve 5G		Realme	13+		Tecno	Phantom V Flip 2
Google	Pixel 9		Lava	Yuva 3		Realme	GT 6T		Tecno	Phantom V Fold 2
Google	Pixel 9 Pro		Lava	Yuva Star		Realme	P2 Pro		Tecno	Spark GO 2
Google	Pixel 9 Pro XL		Motorola	Edge 60		Realme	13 Pro		Tecno	Pova Curve 5G
Google	Pixel 9 Pro Fold		Motorola	Edge 60 Fusion		Realme	13 Pro+		Tecno	Pova 7 5G
Google	Pixel 8a		Motorola	Edge 50 Neo		Realme	GT 7 Pro		Tecno	Pova 7 Pro 5G
Google	Pixel 8		Motorola	Razr 50		Realme	GT 6		Vivo	X200
Google	Pixel 8 Pro		Motorola	Edge 50		Realme	14 Pro		Vivo	X200 Pro
Google	Pixel 9		Motorola	Edge 50 Pro		Realme	14 Pro+		Vivo	V40
Google	Pixel 9 pro		Motorola	Edge 50 Ultra		Redmi	Note 14 Pro+		Vivo	V40 Pro
Google	Pixel 9a		Motorola	Razr 50 Ultra		Redmi	Note 14 Pro		Vivo	V40e
Honor	Honor 200		Nothing	Phone 2a		Redmi	Note 14		Vivo	T3 Pro
Honor	Honor 200 Pro		Nothing	Phone 2a Plus		Samsung	Galaxy S24 Ultra		Vivo	T3 Ultra
Honor	Magic 6 Pro		OnePlus	13		Samsung	Galaxy S24+		Vivo	Y300
Infinix	Zero Flip		OnePlus	13 5G		Samsung	Galaxy S24		Vivo	X200 FE
Infinix	Note 40		OnePlus	13R		Samsung	Galaxy Z Fold 6		Vivo	X Fold5
Infinix	Note 40 Pro		OnePlus	13s		Samsung	Galaxy Z Flip 6		Xiaomi	15 Ultra
Infinix	Zero 40		OnePlus	Nord 5		Samsung	Galaxy Z Flip 5		Xiaomi	14 Civi
iQoo	13		OnePlus	Nord CE5		Samsung	Galaxy Z Fold 5		Xiaomi	13T Pro
iQoo	Neo 9 Pro		Oppo	Reno14 5G		Samsung	Galaxy S25 Ultra		Xiaomi	13 Lite

18
Smartphone brands

104
AI smartphone models

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Methodology

Primary Research

Development of Knowledge Repository

Identification of Proprietary and Third-party AI features

Identifying Relevancy through consumer opinion

Identification of Smartphones with AI

Features Spread using ACE framework

Measuring Usability through consumer opinion

Secondary Research
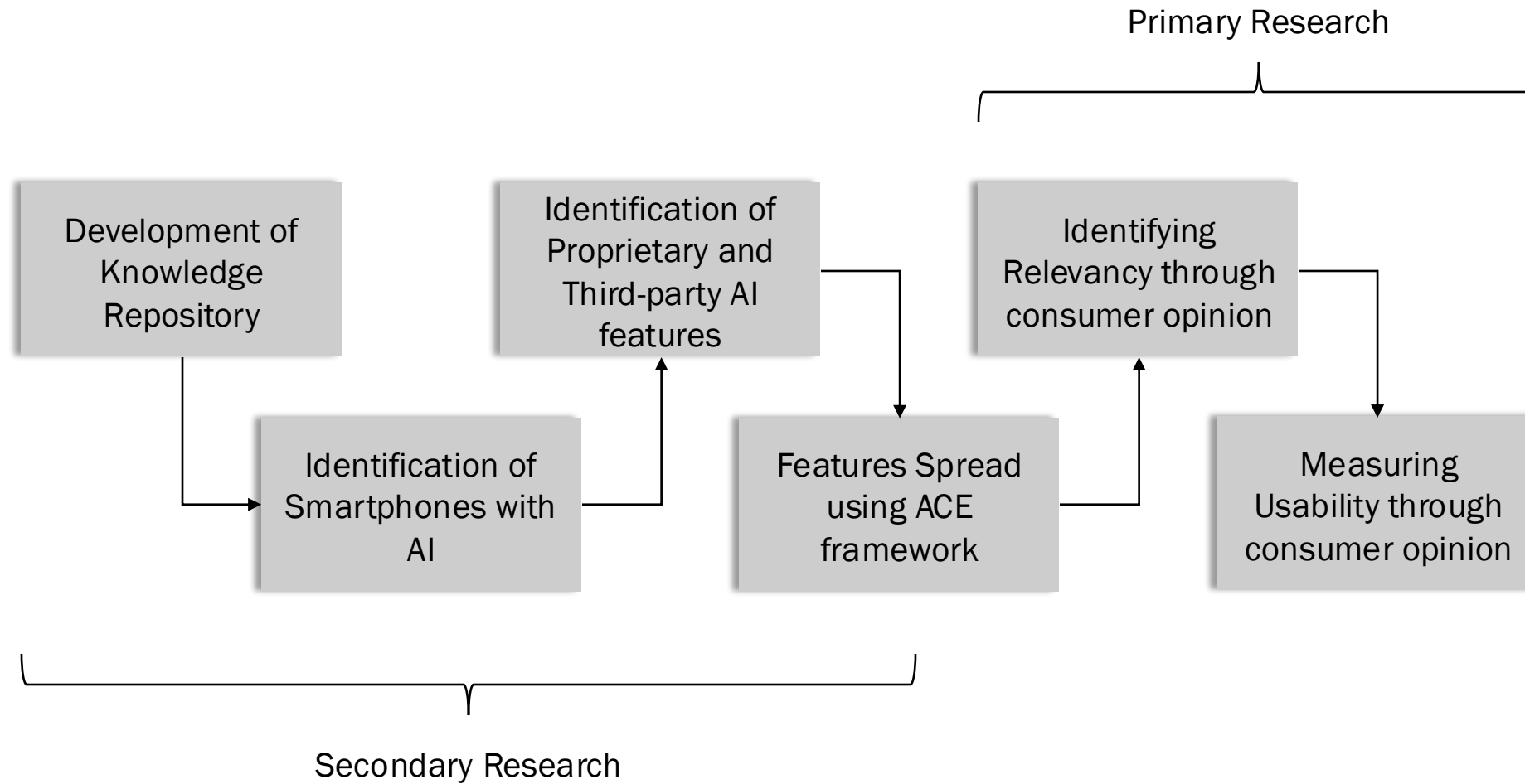
NOTE: Primary research was conducted among 1,000 smartphone users using AI feature powered phones.

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Thank you

For more information, please write to

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