



PARTNERSHIP STUDY
SHENZHEN 2026

ILLUSTRATIVE VISUAL

27-29 OCT 2026

SHENZHEN INTERNATIONAL AI + AR SMART GLASSES INDUSTRY EXPO

BEYOND HARDWARE

Expanding Chinese AI+AR Technology Through Applications,
Projects & Sustainable Services in MENA

超越硬件 · 以应用、项目与可持续服务，助力中国AI+AR技术在中东和北非地区
落地与发展

MetaLife Metaverse

A project of Albawaba Almotakamela – UAE · Official Speaker & Exhibitor

metalife-metaverse.com

heshamkhalafallah.com · bawaba-uae.com



01 A PARTNERSHIP INVITATION

Turning great devices into regional success stories.

Dear partners in China's AI+AR industry,

Chinese companies are shaping the next generation of smart glasses — lighter, more intelligent and increasingly affordable. Across the Middle East and North Africa, institutions are now looking for exactly these capabilities: museums that want to tell their stories in new ways, tourism operators, universities, training centres and companies that need hands-free, AI-assisted work.

MetaLife Metaverse builds the bridge between the device and the customer. We design applications and Arabic content, develop institutional projects, implement and operate immersive experiences, and help create the commercial conditions for adoption to grow.

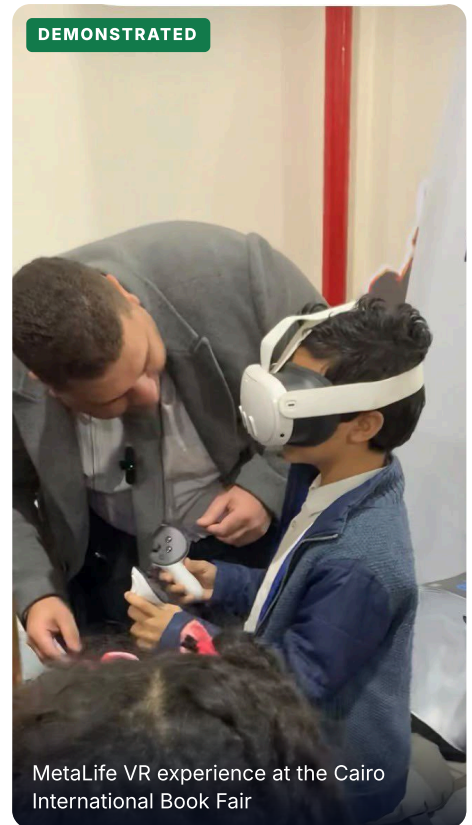
Our ambition goes beyond opening markets. We want the products we introduce to **succeed and stay in use** — supported by trained users, dependable technical support, maintenance and spare-parts availability, arranged together with our partners. Stable markets create repeat business for everyone.

At the Shenzhen Expo we would be delighted to meet you, understand your technologies, and explore one or two concrete applications we can develop together.

Hesham Khalafallah

Founder, MetaLife Metaverse

DEMONSTRATED



MetaLife VR experience at the Cairo International Book Fair

WHAT A MEETING CAN CREATE

- New applications for your devices
- Institutional and project-based demand
- Localised Arabic user experiences
- Supported, long-lasting deployments
- Models that can scale across the region



02 BUSINESS COOPERATION SNAPSHOT

Three direct answers for our Shenzhen partners.

Responding to the expo organiser's supplier-matching questions.

1 What kinds of AI+AR glasses suppliers are you seeking?

AI-assisted glasses

Voice, camera and AI-assistant wearables for guided visits, translation and hands-free work.

Display-enabled AR glasses

Optical see-through devices for visual guidance, overlays and immersive interpretation.

Enterprise-ready devices

Robust glasses and MR headsets for training, field work and institutional fleets.

Platform & OEM/ODM partners

SDK/platform teams and OEM/ODM companies open to sector-specific configurations.

Selected by real use case — museums, tourism, education, training and field operations.

2 What are your product and supplier requirements?

ESSENTIAL

- Comfort, reliability and stable thermal performance in warm climates
- Documented SDK/API and integration support
- International certifications and readiness for regional approvals
- Clear warranty and technical-support arrangements
- Product availability over the project lifecycle

PREFERRED

- Arabic UI and voice support, or a roadmap
- Evaluation devices for demonstrations
- Device-management tools for fleets
- Technical documentation for deployment teams

TO BE AGREED

- Commercial terms and pilot conditions
- Training and enablement cooperation
- Maintenance and spare-parts arrangements
- Co-branding and content bundling

3 What is your sourcing plan and budget?

TRACK A · Technical & application evaluation

- Identify suitable manufacturers and device categories
- Review specifications and SDK/API accessibility
- Discuss evaluation devices and integration needs
- Explore joint applications and demonstrations
- Assess fit for real institutional use cases

TRACK B · Project-based commercial sourcing

- Identify institutional customers and projects
- Define device specifications and quantities per project
- Agree project-specific commercial and financing terms
- Order once customer requirements are validated
- Scale through additional customers and deployments

No universal purchasing budget or guaranteed volume is presented. Budgets and procurement are defined individually by customer requirements, project scope, technical suitability and agreed commercial terms.

超越硬件

携手拓展中东和北非AI+AR智能眼镜市场

MetaLife Metaverse 是阿联酋 Albawaba Almotakamela 公司旗下的项目，专注于沉浸式应用、阿拉伯语数字内容、AI集成、项目实施与运营。我们将作为**官方演讲嘉宾和参展商**出席2026年10月27日至29日举办的深圳国际AI+AR智能眼镜产业博览会，期待与中国企业共同开发应用、推动项目落地，扩大中国AI+AR技术在中东和北非地区的应用规模。

一、我们寻找哪些供应商？

- AI智能眼镜：具备语音交互、拍摄与AI助手功能，适用于导览、翻译和免提作业；
- 具备显示功能的AR眼镜：采用光学透视显示，适用于可视化指引与沉浸式讲解；
- 面向企业与机构的设备：适用于培训、现场作业和规模化部署的智能眼镜及MR设备；
- 平台型企业及OEM/ODM合作伙伴：提供SDK/平台支持，可按行业需求定制产品。

我们根据真实应用场景（博物馆、文旅、教育、培训、现场作业）选择设备。

二、产品与供应商要求

基本要求：佩戴舒适、性能可靠，并能在高温环境下稳定运行；开放的SDK/API及集成支持；具备国际认证，并能满足区域市场准入要求；明确的保修与技术支持安排；项目周期内稳定供货。

优先考虑：阿拉伯语界面与语音支持（或已有明确规划）；可提供评估样机；设备批量管理工具；完善的技术文档。

可协商事项：商务条款与试点条件、培训合作、维护与备件安排、联合品牌推广与软硬件/内容捆绑方案等。

综合价值：我们注重价格、质量、性能与全生命周期价值之间的平衡（即“总拥有价值”理念，借鉴总拥有成本TCO的思路）。

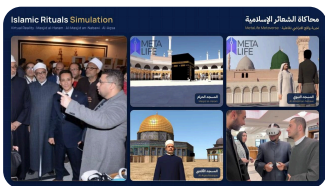
三、采购计划与预算

我们不预设统一的采购预算或订单量，合作可分为两条路径：

路径A · 技术与应用评估：筛选合适的厂商与设备类别；评估技术规格与SDK/API开放程度；商讨评估样机与集成要求；共同开发应用与演示；验证在真实机构场景中的适用性。

路径B · 基于项目的商业采购：对接机构客户与具体项目；按项目确定设备规格与数量；制定项目专属的商务与资金安排；在客户需求得到验证后下单；随着客户与部署项目的增加，逐步扩大合作规模。

每个项目的预算与采购安排，将根据客户需求、项目范围、技术适配性及双方商定的条款单独确定。





MetaLife的角色与合作方式

我们的角色

- 战略咨询与市场机会挖掘
- 沉浸式应用、AI集成与阿拉伯语数字内容
- 行业解决方案设计、项目实施与系统集成
- 机构客户对接、项目运营与市场拓展
- 在与厂商商定的前提下，协调培训、技术支持、维护、保修与备件服务

已交付项目

- 开罗国际书展VR体验（2024、2025年）
- 在埃及博物馆开展的儿童VR活动
- 麦加禁寺、麦地那先知寺与阿克萨清真寺VR文化体验
- 阿拜多斯项目中的儿童360°全景虚拟故事
- 阿联酋COP28期间的 MetaLife Global Arena（2023年）
- 沙特 Camel World 虚拟展示项目（2023年）

Albawaba Almotakamela（阿联酋）· 您通往区域商机的门户

提供企业代表、市场营销与拓展研究、国际商务合作及战略关系建设等服务。**从中国到中东和北非：**支持中国科技企业在阿联酋及中东和北非地区探索合作、企业代表及项目机会；**从中东和北非到中国：**为区域机构、企业及有意向的投资方对接合适的中国技术与合作伙伴。重点领域：博物馆与文化遗产、文化旅游、教育与职业培训、工业与现场作业、机构运营与会展活动。

可持续的技术应用生态

硬件 + 应用 + 内容 + 咨询 + 实施 + 运营 + 培训 + 技术支持 + 维护 + 保修协调 + 备件 + 持续改进。完整的生态有助于客户长期稳定地使用产品，维护厂商品牌声誉，并有助于带来持续订单。我们的目标不仅是开拓市场，更要推动市场稳定、可持续发展。建议以设备可用率、用户使用率及项目连续性作为衡量合作成效的关键指标（KPI）。

多元合作模式（可灵活组合，原则上为非独家合作）

- | | |
|-------------|-----------------|
| ① 应用与内容合作 | ② 联合开发机构项目 |
| ③ 区域实施与运营管理 | ④ 一体化部署与全生命周期服务 |



诚邀您在深圳会面

10月27日至29日，欢迎莅临MetaLife展位，并聆听我们的大会演讲《AI+AR Smart Glasses Opportunities in the Middle East and North Africa Market》（中东和北非市场的AI+AR智能眼镜机遇）。期待与您：深入了解贵公司的技术与产品；交流技术与商务需求；探讨一至两个合适的应用场景；商定评估方案或后续步骤；确定对接联系人。

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03 EXECUTIVE SUMMARY

A growing technology, a region ready for applications.

27.3M

Display-less glasses forecast to ship worldwide in 2030, up from 13.6M in 2026

Forecast · IDC, 2026

+263%

Growth in global AI-glasses shipments, H1 2026 vs H1 2025

Reported · Counterpoint Research, Sep 2026

>20%

Five-year AR/VR spending CAGR in the Middle East & Africa — EMEA's fastest-growing region

Forecast · IDC, May 2025

99%

Internet penetration in the UAE and Saudi Arabia; 126.9M mobile subscriptions in Egypt

Reported · DataReportal 2026; MCIT Egypt 2026

1 The opportunity

MENA combines highly connected, young populations with ambitious programmes in tourism, culture, education and digital transformation. These create institutional demand for practical AI+AR applications — from smart museums to hands-free industrial work.

2 MetaLife's role

A regional consulting, application-development, implementation and operations partner. We convert Chinese AI+AR technology into localised solutions, institutional projects and managed experiences.

3 Priority sectors

Museums & cultural heritage · tourism · education & vocational training · industrial and field operations · institutional services and events.

4 Beyond market entry

Our aim is market **stability**: a complete ecosystem of applications, operations, training, technical support, maintenance and spare parts that keeps deployed products in use and builds repeat demand.

COLLABORATION FRAMEWORK

Flexible, non-exclusive, step by step

◆ Application & content partnership

◆ Regional implementation & managed operations

◆ Joint institutional project development

◆ Integrated deployment & lifecycle services

PROPOSED NEXT STEPS

Meet at the Shenzhen Expo (27–29 October) → exchange technical and commercial requirements → select one or two applications → agree on an evaluation and an optional 90-day joint pilot.



04 ABOUT METALIFE METAVERSE

From immersive ideas to delivered experiences.

MetaLife Metaverse is a technology consulting, solution-development, project-implementation and business-expansion initiative of **Albawaba Almotakamela – UAE**. It creates practical applications and commercial opportunities for immersive and emerging technologies across the Arab region.



A MetaLife multi-device experience station

Mission

To make immersive and AI technologies useful, accessible and lasting for Arab institutions and audiences — in education, culture, heritage, tourism and work.

Presence

Corporate base in Abu Dhabi, UAE; delivery and content teams in Egypt; project experience in Egypt, the UAE and Saudi Arabia; education partnerships in Morocco.

What we do

CONSULT

Market opportunity development, solution strategy and institutional engagement.

CREATE

VR/AR applications, 360° productions, simulations, AI integration and Arabic content.

DELIVER

Project implementation, public experiences, managed operations and expansion.

ALBAWABA ALMOTAKAMELA – UAE

Your Gateway to Regional Business Opportunities

Company representation · marketing and expansion studies · international commercial cooperation · strategic relationship building

From China to MENA →

Supporting Chinese technology companies exploring partnerships, representation and projects in the UAE and the wider Middle East.

← From MENA to China

Connecting regional institutions, businesses and interested investors with suitable Chinese technologies and partners.

A partnership-development capability; each opportunity depends on individual agreements.



05 FOUNDER & LEADERSHIP



CONTACT

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Hesham Khalafallah

Founder, MetaLife Metaverse

An international business-development and technology-cooperation leader working at the intersection of artificial intelligence, immersive technology and education. For more than **20 years** he has built training, digital-education and cross-border partnership programmes across the Arab world, training **more than 20,000** participants.

He founded MetaLife Metaverse to turn immersive technology into practical, culturally relevant applications — and now leads its partnerships with technology providers for the MENA market.

Selected roles

Head, AI & Metaverse Research Center	League of Islamic Universities · since 2024
Board Member	Albawaba Almotakamela, Abu Dhabi
Chairman, Board of Trustees	E-Gate Foundation for Training & Education, Egypt
Co-Founder & General Supervisor	Judicia AI — legal AI platform · since 2025
Head of Innovation, Marketing & Expansion	Swiss Digital World · 2019–2022
Annual participant	UNCTAD events · since 2023

20+years of
experience**20,000+**

people trained

**AI · VR ·
Edu**

areas of focus



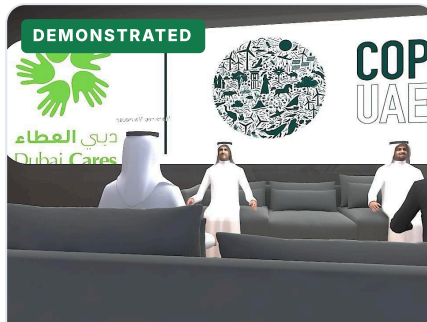
06 DEMONSTRATED EXPERIENCE & SELECTED PROJECTS

Real projects, real audiences, across three countries.



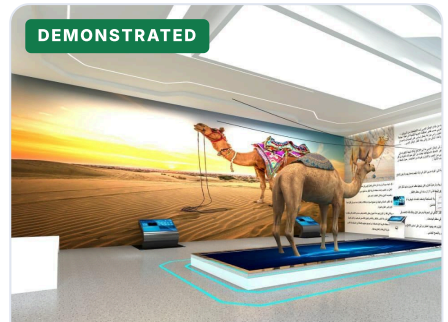
Abydos — children's 360° virtual story

MetaLife produced the children's virtual story and an Arabic 360° children's-story simulation within the Abydos project (Osireion & Temple of Seti I), led by Egyptian researcher Amany Abdelhamid with the Egypt Exploration Society. The project was exhibited at the British Museum, adopted by the University of Pennsylvania and received a grant. Shown at the Cairo Book Fair 2024; AR/EN/FR versions in development.



MetaLife Global Arena — UAE, 2023

A virtual environment for conferences, meetings and events, a private initiative presented during COP28 (outside the official venue).



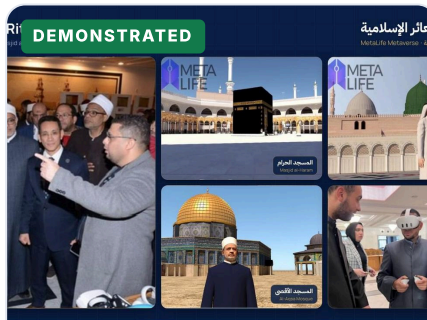
Camel World — Saudi Arabia, 2023

A virtual camel-heritage museum simulation, camel-racing VR games and 360° virtual tours of Saudi Arabia.



Cairo International Book Fair 2024 & 2025

Public VR experiences, panel sessions and national TV coverage at the region's largest book fair.



Islamic sacred-site simulations

Immersive visits to Masjid al-Haram, the Prophet's Mosque and Al-Aqsa, presented to scholars and officials.



MetaLife Heroes

A children's edutainment universe of stories, books and VR adventures.

DEMONSTRATED

Egyptian Museum, Cairo — VR sessions for children of the "New Beginning" initiative.

PROPOSED

Integrated immersive project — proposal submitted to Egypt's Ministry of Tourism & Antiquities for the Egyptian Museum: full virtual simulation and an interactive immersive-experience gallery.



07 WHY COLLABORATE WITH METALIFE?

Your technology. Our applications, projects and regional reach.

We complement manufacturers — turning advanced devices into localised solutions that institutions in MENA can buy, use and expand.

CHINESE TECHNOLOGY PARTNER

- Advanced AI+AR hardware and platforms
- Engineering and product innovation
- SDKs, documentation and product roadmaps
- Manufacturing scale and supply



METALIFE METAVERSE

- Market understanding and institutional access
- Arabic applications, content and AI integration
- Solution design, implementation and operations
- Coordination of the support ecosystem

TOGETHER

Localised solutions · institutional projects · supported deployments · repeat demand

Localisation

Arabic-first experiences, culturally relevant content and user journeys designed for regional audiences.

Proven engagement

Experience presenting immersive technology to children, families, students, scholars and officials.

Project delivery

Delivered virtual environments and simulations in Egypt, the UAE and Saudi Arabia.

Institutional networks

Relationships across universities, cultural institutions, chambers and training bodies.

Commercial focus

Opportunities shaped around paying customers and measurable outcomes.

Long-term view

Built for market stability: supported products, satisfied customers and repeat business.



08 MENA MARKET OPPORTUNITY

Connected, young and investing — a natural home for AI+AR applications.

Egypt

SCALE & TALENT

117M

people; median age 24.5

126.9M

mobile subscriptions
(May 2026)

18.8M

tourists in 2025; target
30M a year

GEM

Grand Egyptian Museum
opened, Nov 2025

DataReportal 2025; MCIT Egypt via Ahram Online 2026;
Enterprise, Dec 2025.

Saudi Arabia

TOURISM & CULTURE

123M

domestic & inbound
tourists, 2025; target
150M by 2030

99%

internet penetration;
median age 29.6

Saudi Ministry of Tourism via Argaam 2026; DataReportal 2026.

United Arab Emirates

REGIONAL GATEWAY

99%

internet penetration

202%

mobile connections vs
population

DataReportal 2026.

Morocco & North Africa

NEXT HORIZON

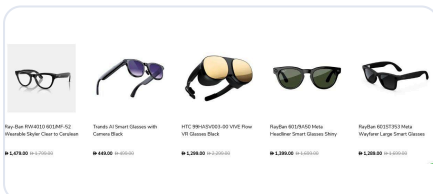
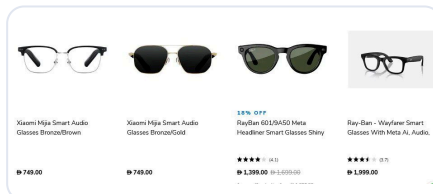
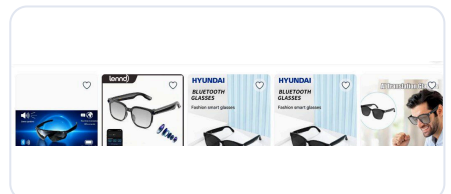
92.2%

internet penetration
(Morocco)

29.8

median age; 38.5M
people

DataReportal 2026.



Smart glasses listed by major UAE electronics retailers, October 2026 — availability is growing ahead of organised support ecosystems.

Casablanca

Riyadh

Cairo

Abu Dhabi

Shenzhen

MARKET PRIORITIES

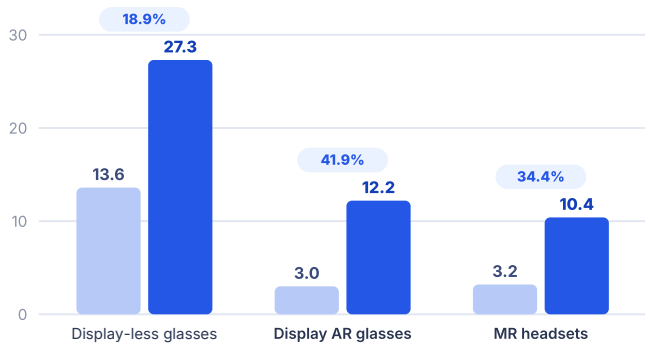
1 Egypt & UAE · 2 Saudi Arabia & GCC ·
3 Morocco & North Africa. Digital
readiness indicates potential; demand
is validated project by project.


09 MARKET INTELLIGENCE & ADOPTION DRIVERS

Global momentum, Chinese leadership and a regional opening.

Worldwide shipments forecast, million units

Forecast · 2026 vs 2030 · CAGR above each pair



■ 2026 ■ 2030

Source: IDC, "Smart Glasses Surge: The XR Market Is Rewriting Its Own Rules", 2026.

>80%

of smart-glasses suppliers are Chinese

Reported · Bank of America Securities, Jan 2026

41%

Rokid's share of global AR & AI display-glasses shipments, No. 1 in H1 2026

Reported · Counterpoint Research, Sep 2026

\$376 → \$229

AI-glasses average selling price, 2026 → 2030

Forecast · IDC, 2026

Adoption drivers

- Lighter, AI-native glasses at falling price points
- Young, mobile-first populations across MENA
- National programmes in tourism, heritage and education
- Arabic AI assistants now available in the region (Meta AI, Feb 2025)
- MEA is EMEA's fastest-growing AR/VR region (IDC)

Conditions for successful adoption

- Official distribution of leading smart-glasses brands is still concentrated in the UAE — room for new partner-led channels
- Local technical support, maintenance and spare parts
- Arabic content and sector applications
- Device approvals: NTRA (Egypt), TDRA (UAE), CST (Saudi Arabia) for wireless equipment
- Trained users and operators

METALIFE MARKET ASSESSMENT

Digital readiness in MENA is high, while organised smart-glasses ecosystems are still emerging. Partners who arrive with applications and local support can shape the market early.

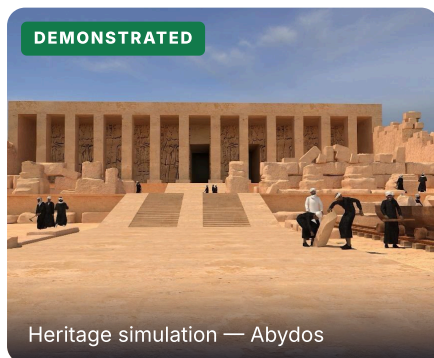
Regulatory references: Daily News Egypt (NTRA type approval); TÜV Rheinland (TDRA); TÜV SÜD (CST equipment approval). Availability: official brand and retailer announcements, 2024–2026.


10 PRIORITY SECTORS & DECISION-MAKERS

Who uses, who pays, and who decides.

We focus on sectors where AI+AR delivers visible value and where institutional buyers can fund projects.

SECTOR	USERS	PAYING CUSTOMERS	DECISION-MAKERS	COMMERCIAL OPPORTUNITY	TECHNOLOGY FIT
Museums & cultural heritage	Visitors, students, families	Museums, heritage authorities, cultural foundations	Directors, digital & exhibition managers	AI-guided tours, reconstructions, multilingual interpretation	AI glasses · display AR · VR stations
Tourism & hospitality	Tourists, pilgrims, guests	Tour operators, destinations, hotels	Commercial & experience directors	Destination previews, guided visits, translation	AI glasses · VR
Education	Students, teachers	Universities, schools, education groups	Deans, IT & academic leaders	Immersive labs, simulations, virtual field trips	VR/MR · display AR
Vocational & industrial training	Trainees, technicians	Training centres, employers	Training & HR managers	Hands-on simulations, safety and procedure training	MR · display AR
Field & industrial operations	Technicians, engineers	Industrial, energy and service companies	Operations & maintenance heads	Remote assistance, step-by-step guidance	Enterprise AI/AR glasses
Institutions & events	Delegates, staff, public	Government entities, event organisers	Communications & event directors	Virtual pavilions, conferences, public engagement	VR · AI glasses

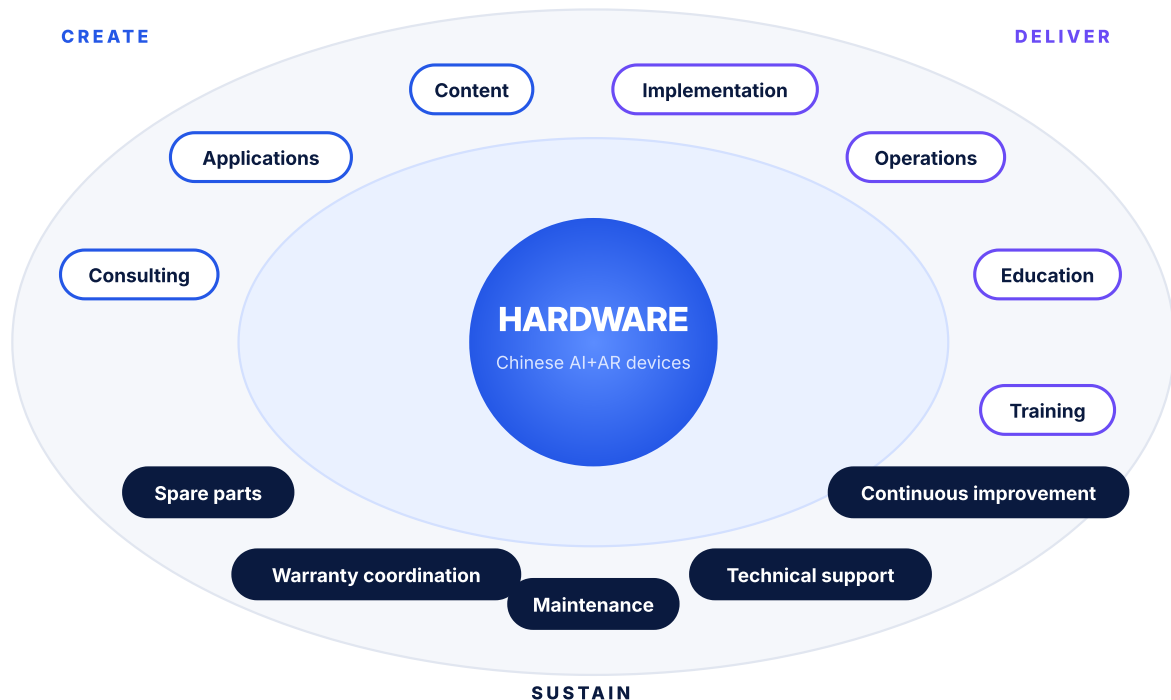




11 THE COMPLETE TECHNOLOGY ECOSYSTEM

Adoption is an ecosystem, not a single sale.

Sustainable adoption depends on hardware, applications and services working together. Each element strengthens customer confidence and keeps devices in productive use.



CREATE

Applications · content · consulting — the reasons customers buy.

DELIVER

Implementation · operations · education · training — the way projects go live.

SUSTAIN

Technical support · maintenance · warranty coordination · spare parts · continuous improvement — the reasons customers stay and reorder.

Proposed indicators for future projects

PROPOSED

Device availability

Share of time deployed devices are ready for their intended use.

User adoption

Whether users and institutions keep using the solution effectively.

Project continuity

Whether the service keeps operating reliably with manageable support needs.

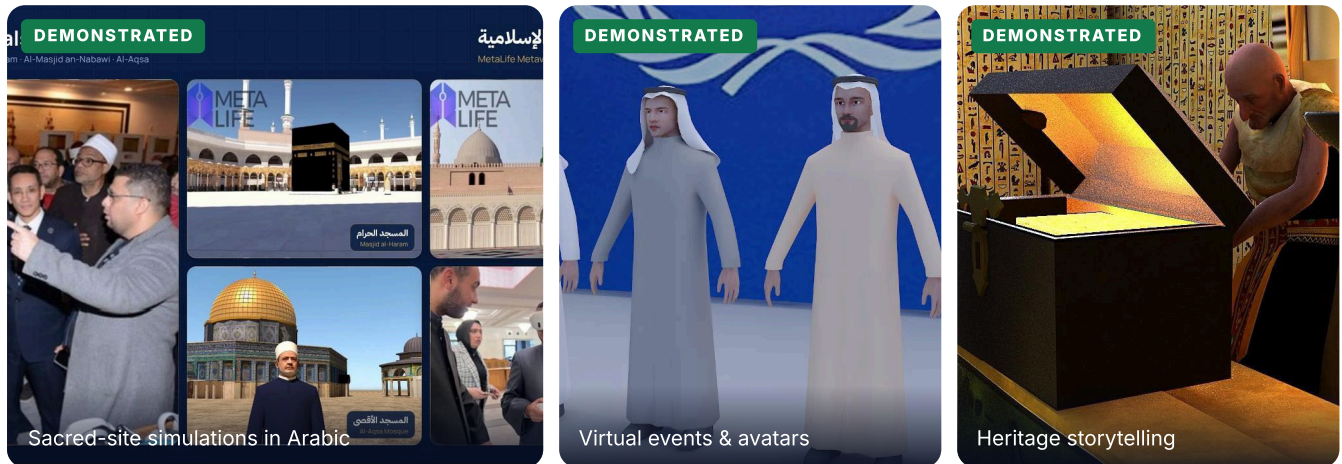
A successful market is defined not only by devices sold, but by devices that remain useful, supported and actively used.



12 APPLICATIONS, CONTENT & AI INTEGRATION

Applications give hardware a reason to be bought.

MetaLife creates Arabic-language experiences, immersive simulations and sector applications — adapted to each device's real capabilities.



Arabic content

Stories, guides and interfaces in Arabic, English and French.

Immersive simulations

Heritage reconstructions, sacred sites, 360° tours.

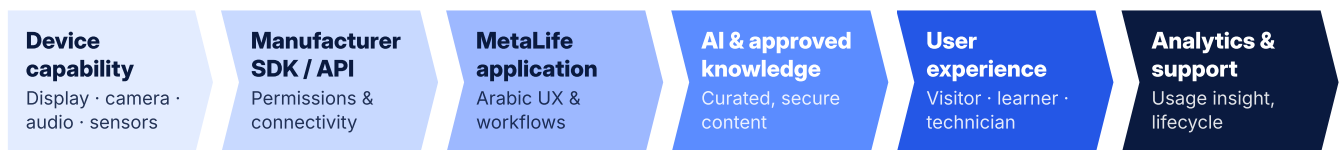
Sector applications

Museums, tourism, education, training and field work.

AI experiences

Multilingual AI guides based on approved knowledge.

Reference integration architecture



Each solution is designed around the selected device's SDK, permissions, sensors and connectivity.

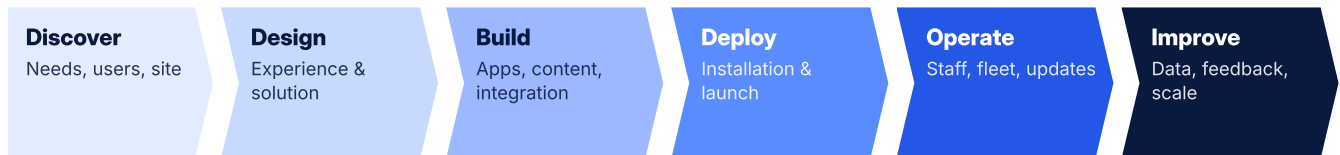
VALUE FOR MANUFACTURERS

Ready-to-deploy Arabic applications expand your product's use cases, support institutional sales and create opportunities for bundled solutions and recurring software services.


13 PROJECT IMPLEMENTATION & MANAGED OPERATIONS

From concept to daily operation — one accountable partner.

MetaLife can design, deploy, coordinate and operate immersive experiences for institutions, so customers receive a working service rather than a box of devices.


DEMONSTRATED EXPERIENCE

- Planning and running public VR experiences at large events
- Managing multi-device stations, queues and user onboarding
- Presenting experiences to VIP, academic and religious audiences
- Producing virtual environments and simulations for clients

PROPOSED SERVICE MODEL

- Managed visitor experiences for museums and destinations
- Fleet preparation, content updates and device management
- Operating staff, scheduling and performance reporting
- Service-level agreements defined per project




14 EDUCATION, TRAINING & USER ENABLEMENT

Confident users create successful projects.

Education and training are adoption mechanisms: they help customers use devices well, keep projects running and expand them over time.

User onboarding

Short guided introductions, simple first experiences and clear instructions for visitors and first-time users.

Staff preparation

Operating procedures for museum guides, teachers and operators: setup, hygiene, safety and daily routines.

Technical familiarisation

Device knowledge for local technical teams, delivered with manufacturer documentation where agreed.



Hands-on AI+AR training session



University programme on smart glasses

Lessons from MetaLife public deployments

Show before wearing

Mirroring to a large screen helps senior guests feel confident.

Hygiene accessories

Disposable face covers protect users and lenses.

One-minute onboarding

A short guide removes most controller difficulties.

Protect the optics

Indoor or shaded use prevents sunlight damage to displays.

Comfort first

Seated, low-motion content suits first-time users.

Meaningful content

Cultural and educational experiences change first impressions.

MetaLife field observations from public events.


15 TECHNICAL SUPPORT, MAINTENANCE & SPARE-PARTS ECOSYSTEM

Market stability is built after the sale.

Institutions invest with confidence when they know devices will be supported throughout the project. MetaLife aims to coordinate this continuity together with manufacturers.

LEVEL 1

Support & coordination

Arabic helpdesk, onboarding, remote triage, software guidance and escalation to the manufacturer.

LEVEL 2

Maintenance & warranty coordination

Warranty intake, approved module replacement and spare-parts logistics — under manufacturer agreement.

LEVEL 3

Advanced service

Specialised repair capability only where a manufacturer authorises and equips it.

ILLUSTRATIVE


What this continuity provides

- **Customers:** uptime, quick answers and predictable lifecycle costs
- **Manufacturers:** protected brand reputation and fewer long-distance returns
- **Projects:** continuity from pilot to full deployment
- **The market:** stability that supports repeat orders

Service levels, authorisations, spare-parts supply and responsibilities are defined individually with each manufacturer and introduced step by step.

OUR PRINCIPLE

Every service capability is built in agreement with the manufacturer, aligned with its standards and expanded only when both partners are ready.



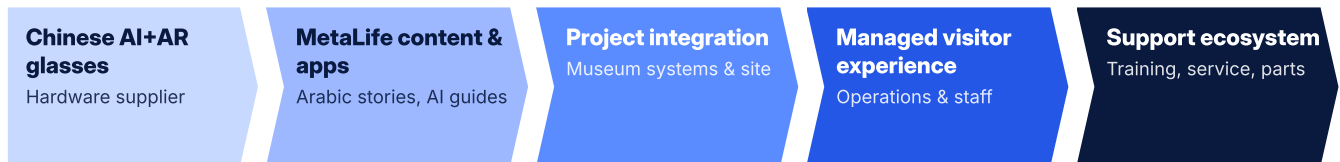
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FLAGSHIP CONCEPT ·

PROPOSED MODEL

The Smart Museum — a complete value chain.

Built on MetaLife's heritage work — including the Abydos children's 360° story and a proposal for an integrated immersive project at the Egyptian Museum in Cairo.



ROLE	WHO
Customer	Museum or heritage authority
Users	Visitors, students, families, tourists
Operator	MetaLife, or museum staff trained by MetaLife
Hardware supplier	Chinese AI+AR glasses manufacturer
Content & integration	MetaLife

Potential revenue mechanisms

- **One-time:** hardware supply, application development, installation and integration
- **Recurring:** managed operations, content updates, support and maintenance contracts
- **Visitor-based:** premium guided experiences or ticket add-ons
- **Scalable:** replication across museums and heritage sites

From one project to a repeatable model — can one successful museum deployment be adapted across many heritage destinations?

ADDITIONAL MUSEUMS

ARCHAEOLOGICAL SITES

HERITAGE ATTRACTIONS

TOURISM DESTINATIONS

EDUCATIONAL VISITOR CENTRES

Each replication is subject to institutional approval, technical suitability, commercial feasibility and individual agreements.

DEMONSTRATED



Abydos heritage simulation

DEMONSTRATED



Immersive heritage storytelling

ILLUSTRATIVE



Smart-glasses visitor experience



17 PARTNERSHIP MODELS & MUTUAL VALUE

Four flexible ways to grow together.

We are not simply looking for devices to purchase — we are exploring how to develop new commercial opportunities around your technology. Models can be combined and evolve over time; cooperation is non-exclusive by default.

MODEL	METALIFE CONTRIBUTES	MANUFACTURER CONTRIBUTES	VALUE FOR THE MANUFACTURER
A Application & content partnership	Arabic applications, simulations and AI experiences on your platform	SDK/API access, evaluation devices, developer contact	New sector-specific applications, Arabic-localised experiences, software bundling and additional product use cases
B Joint institutional projects	Opportunity development, solution design, customer engagement	Technical input, product configuration, commercial terms	Development of institutional demand and project-based hardware sales
C Regional implementation & managed operations	Deployment, integration, operations and reporting	Product training and technical escalation	Successful deployments, practical market feedback, reference projects and replication
D Integrated deployment & lifecycle services	Coordination of training, support, maintenance and parts	Agreed service arrangements and spare-parts supply	Customer confidence, operational continuity, brand reputation and potential repeat business

Value shown as prospective cooperation opportunities, not guaranteed financial results.

Partnership principles

◆ Mutual commercial benefit

◆ Clearly defined roles

◆ Manufacturer-specific technical arrangements

◆ Confidentiality & IP protection

◆ Clear software & content rights

◆ Agreed customer & lead handling

◆ Defined service responsibilities

◆ Transparent milestones

◆ Practical performance reviews


18 DEVICE-TO-USE-CASE MATRIX & SUPPLIER REQUIREMENTS

Matching the right device to the right application.

DEVICE CATEGORY	MUSEUMS	TOURISM	EDUCATION	TRAINING	FIELD OPS	EVENTS
AI-assisted glasses (audio, camera, AI assistant)	●	●	●	●	●	●
Display-enabled AR glasses	●	●	●	●	●	●
MR / VR headsets	●	●	●	●	○	●
Enterprise-ready smart glasses	●	○	●	●	●	○

● strong fit ● suitable for selected uses ○ limited fit · Indicative MetaLife assessment by functional category; final suitability depends on each model.

TOTAL VALUE OF OWNERSHIP · related to Total Cost of Ownership (TCO)

A competitive price creates market interest. Reliable quality, practical applications and lifecycle support create lasting market value.

Institutional customers look beyond the initial price to the full value and cost of deploying, operating, maintaining and supporting a technology over its useful life.

Price & quality

- Initial device price
- Reliability and build quality
- Comfort and practical usability
- Battery life and thermal stability

Technology & readiness

- Software compatibility and SDK/API maturity
- Arabic-language readiness
- Certifications and regional approvals
- Deployment and fleet-management tools

Lifecycle & operations

- Warranty and technical support
- Maintenance and spare-parts availability
- Product availability and continuity
- Operational and training requirements

OUR EVALUATION PRINCIPLE

The right technology delivers the right balance of quality, performance, affordability and long-term operational value for each application. These dimensions guide a fair conversation about products and use cases — not a ranking of companies.


19 SOURCING & COMMERCIAL FRAMEWORK

Project-based purchasing, built on validated demand.



Evaluation devices

- A limited set of units per shortlisted model
- Access to SDK, documentation and a technical contact
- Used for integration tests and customer demonstrations
- Terms agreed with each manufacturer

Project-based purchasing logic

- Pilot fleets sized to the selected institution and use case
- Commercial orders follow customer validation
- Volumes grow with confirmed projects and channels
- Each project has its own budget owner and scope

Cost structure of a typical project

CATEGORY	INCLUDES	TYPE
Hardware	Devices, accessories, charging and storage	One-time / refresh
Software & content	Application development, Arabic content, AI integration, licences	One-time + recurring
Implementation	Integration, installation, testing, launch	One-time
Operations	Staff, scheduling, content updates, reporting	Recurring
Lifecycle services	Support, maintenance, warranty coordination, spare parts, consumables	Recurring

IP & software

Each party keeps its existing IP; ownership of new software and content agreed per project.

Data & confidentiality

NDA-based exchanges; customer data handled under applicable data-protection rules.

Flexibility

Commercial models adapted to each manufacturer, project and market.



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PROPOSED 90-DAY JOINT PILOT ·

ILLUSTRATIVE TIMELINE

A focused pilot to prove value — and decide together.

An optional, mutually agreed pilot that moves from conversation to evidence in about three months.

WEEKS 1-2

Partner & use-case selection

Agree scope, success criteria and roles

WEEKS 3-4

Technical evaluation

Test devices, SDK and integration path

WEEKS 5-8

Application adaptation

Prototype or adapt a MetaLife application

WEEKS 9-11

Institutional demonstration

Show to the customer; collect user feedback

WEEK 12

Review & go/no-go

Commercial feasibility and next steps

What each partner brings

- **Manufacturer:** evaluation devices, SDK access, technical contact
- **MetaLife:** use-case design, application adaptation, institutional demonstration, user feedback
- **Both:** joint review and go/no-go decision

What the pilot measures

- Technical performance in real conditions
- User and customer satisfaction
- Integration effort and support needs
- Commercial feasibility and next-step demand

Possible pilot settings

PROPOSED



Museum guided visit with AI glasses

ILLUSTRATIVE



University immersive lab

ILLUSTRATIVE



Hands-free technical training

Outcome: a shared, evidence-based decision on whether and how to scale.


21 PHASED IMPLEMENTATION ROADMAP · ILLUSTRATIVE

A 24-month path with clear decision gates.

Near-term supplier conversations are kept separate from later institutional deployments and service-ecosystem development.



Workstreams over time



SUCCESS INDICATORS

Pilot conversion · device reliability · user satisfaction · support resolution time · parts availability · repeat and follow-on orders.

**22** GOVERNANCE, COMMERCIAL READINESS & RISK

Clear roles, practical safeguards, shared success.

Manufacturer

Products, technical documentation, SDK access, agreed warranty and parts arrangements.

MetaLife

Opportunity development, applications, implementation, operations and customer coordination.

Customer

Requirements, budget ownership, site access and acceptance of results.

AREA	CONSIDERATION	APPROACH
Technical dependencies	SDK limits or device constraints affect the application	Early technical evaluation; design to real capabilities
Commercial readiness	Unclear terms slow decisions	Shared term sheet and milestones before pilots
Project financing	Budget ownership unclear on customer side	Confirm budget owner and scope per project
Warranty & service	Responsibilities not aligned	Written service matrix agreed with the manufacturer
Compliance & import	Device approvals and shipping requirements	Plan NTRA / TDRA / CST approvals early with the manufacturer
Data & privacy	Camera and AI data in public spaces	Privacy-by-design, consent and local data rules
Intellectual property	Overlapping software and content rights	IP principles agreed per project
Multi-supplier compatibility	Different platforms per customer	Modular application architecture
Customer adoption	Low usage after launch	Onboarding, operations support and content updates

Commercial readiness for the first conversation

NDA

Mutual confidentiality before detailed exchange

Product data

Specifications, SDK documentation, certifications

Evaluation terms

Devices, timing and technical contact

Contacts

Business, technical and support leads

GOVERNANCE RHYTHM

One lead contact on each side · monthly progress reviews · shared milestones · decision gates before each new phase.

23 SHENZHEN 2026

Let's build together.

Meet MetaLife at the Shenzhen International AI + AR Smart Glasses Industry Expo, 27–29 October 2026. Visit our exhibition space and join our presentation “AI+AR Smart Glasses Opportunities in the Middle East and North Africa Market” — themed **Beyond Hardware**.

WHAT WE HOPE TO ACHIEVE TOGETHER

1. Identify relevant technologies and manufacturers
2. Exchange technical and commercial requirements
3. Select one or two realistic application opportunities
4. Discuss an evaluation process or optional pilot
5. Agree on named contacts and a follow-up conversation

MetaLife turns technology into applications and projects. **Albawaba Almotakamela – UAE** supports representation, market studies and business cooperation — from China to MENA and from MENA to China.

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Website



WeChat

From Chinese Innovation to Regional Applications — Let's Build Sustainable Opportunities Together.

期待在深圳与您见面，携手共创未来



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