



SHENZHEN · 27–29 OCTOBER 2026 · BOOTH 16A121

From Devices to Lasting Markets

AI+AR Smart Glasses in the Middle East & North Africa

Applications, projects and local services.



Hesham Khalafallah

Opening keynote · 27 Oct

Booth 16A121

Egypt · UAE · Saudi Arabia

Apps · Projects · Local services

**We are not here just to buy devices.
We are here to build markets together.**

WHO WE ARE

METALIFE METAVERSE

Immersive experiences · AI & XR apps · Arabic content

VR experiences, 360° tours, simulations and AI applications, with projects in Egypt, the UAE and Saudi Arabia across education, tourism, heritage and events. Founder: 20+ years in innovation, technology & training.

Members: IEEE · ACM · AAAI · Metaverse Standards Forum

ALBAWABA ALMOTAKAMELA · UAE

Your partner for the MENA market

MetaLife's commercial base in the UAE: company representation, business cooperation and market development, connecting technology companies with institutions, customers and projects in the region.

WE CREATE REASONS TO USE YOUR DEVICES

01

Arabic immersive content

Arabic apps, AI guides and simulations for your devices.

02

Trained operators

Teachers, guides, technicians and institutional staff.

03

Local support

Maintenance, spare parts and support planned with the manufacturer.

04

Institutional delivery

Projects with museums, universities and companies.

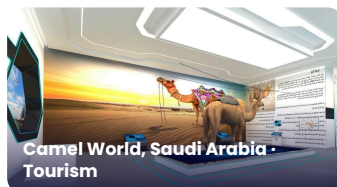
OUR REAL-WORLD PROJECTS



Abydos VR simulation · Heritage



VR learning for children · Education



Camel World, Saudi Arabia · Tourism



Cairo Int'l Book Fair · Events

THE MARKET OPPORTUNITY

13.6M → 27.3M

display-less smart glasses shipped worldwide, 2026→2030 (IDC forecast)

117M

people in Egypt · median age 24.5

123M

domestic & inbound tourists, Saudi Arabia 2025 · target 150M

99%

internet penetration in the UAE, the regional hub

The next opportunity is not only selling more glasses. It is creating more reasons to use them.

Sources: IDC, "Smart Glasses Surge" (2026, forecast) · DataReportal 2025/2026 · Saudi Ministry of Tourism via Argam (2026) · OECD Tourism Trends and Policies 2026

How We Work Together



WHAT WE ARE LOOKING FOR

1 Partners we seek

AI smart glasses · display AR glasses · enterprise smart glasses & MR devices · SDK/platform and OEM/ODM partners.

Devices are selected by real use case.

2 Product requirements

Essential: reliability, comfort, hot-climate performance, open SDK/API, certifications, warranty and support.

Preferred: Arabic support, evaluation units, device-management tools.

3 How we source

Track A: technical & application evaluation: devices, SDK/API, joint demos.

Track B: project-based sourcing: orders after customer validation.

No universal budget or guaranteed volume.

The 90-day joint pilot

Start small · prove the value · scale together



FOUR PARTNERSHIP MODELS · NON-EXCLUSIVE IN PRINCIPLE

A Application & content

Arabic apps for your devices

B Joint institutional project

Delivered together with institutions

C Regional implementation

Deployment, training & operations

D Integrated deployment

Devices, apps & lifecycle services

FIRST APPLICATIONS

Tourism & AI guides

Museums & AR

Field support

Immersive training

Different applications need different devices: we match the right technology to the right user.

A LESSON WE LIVED

In 2012, Egypt's 10,000-tablet school pilot was not continued. The national programme launched in 2018 came with a manufacturer service network: about 1.5 million tablets in 2026 alone, and still running.

A good device is not enough. The ecosystem decides success.



Visit our website

metallife-metaverse.com

Visit booth 16A121 · book a 20-minute meeting

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