



2026 Global Smart Glasses Industry Summit · Shenzhen · 27 October 2026

From Devices to Lasting Markets

从设备到可持续市场

AI+AR Smart Glasses Opportunities in the Middle East and North Africa Market

AI+AR 智能眼镜在中东和北非的市场机遇



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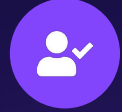
Who We Are

关于我们



MetaLife Metaverse

A project of Albawaba Almotakamela · Abu Dhabi, UAE
阿联酋 Albawaba Almotakamela 公司旗下项目

-  Immersive experiences · AI & XR applications · Arabic digital content
沉浸式体验 · AI 与 XR 应用 · 阿拉伯语数字内容
-  Projects in Egypt, the UAE & Saudi Arabia
在埃及、阿联酋和沙特实施项目
-  Education · Tourism · Heritage · Events
教育 · 文旅 · 文化遗产 · 会展
-  Founder: 20+ years in innovation, technology & training
创始人：20 余年创新、技术与培训经验

Members: IEEE · ACM · AAI · Metaverse Standards Forum



Cairo International Book Fair



VR experience



Camel World · Saudi Arabia



Media coverage

Why We Are Here

我们为何而来



We are not here just to buy devices.
We are here to build markets together.
 我们不只是来采购设备，更是来与您共同开拓市场。



01

**Immersive & interactive
Arabic content**
 沉浸式互动阿拉伯语内容



02

**Training & qualified
operators**
 培训与专业人才



03

**Local maintenance &
technical support**
 本地维护与技术支持



04

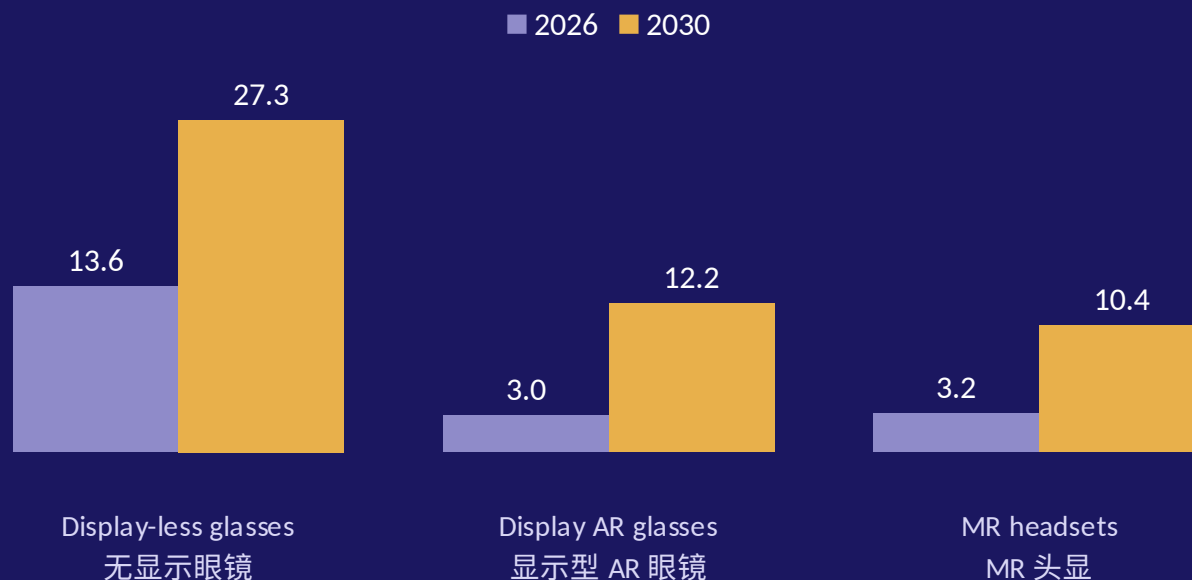
**Implementation with
institutions**
 与机构共同落地实施

The Market Through Our Study: Global & China

从我们的市场研究看：全球与中国

IDC forecast · worldwide shipments, million units

IDC 预测 · 全球出货量（百万台）



>80%

of smart-glasses suppliers are Chinese
智能眼镜供应商中超过 80% 来自中国

\$376 → \$229

AI-glasses average selling price, 2026 → 2030
AI 眼镜平均售价（2026→2030）

The next opportunity is not only selling more glasses. It is creating more reasons to use them.
下一个机遇不只是卖出更多眼镜，而是创造更多使用它们的理由。

Sources: IDC, "Smart Glasses Surge" (2026, forecast) · Bank of America Securities (Jan 2026)

The Market Through Our Study: Egypt & the Gulf

从我们的市场研究看：埃及与海湾



Egypt 埃及

Large-scale applications, talent & local content
规模化应用、人才与本地内容

117M

people · median age 24.5
人口 · 年龄中位数 24.5 岁

18.8M

tourists in 2025
2025 年入境游客



United Arab Emirates 阿联酋

Regional business hub, partnerships & expansion
区域商业中心、合作与拓展

99%

internet penetration
互联网普及率

202%

mobile connections vs.
population
移动连接数与人口之比



Saudi Arabia 沙特阿拉伯

Institutional projects, tourism & immersive experiences
机构项目、文旅与沉浸式体验

123M

domestic & inbound tourists in
2025 · target 150M by 2030
2025 年国内与入境游客

29.3M

inbound tourists in 2025
2025 年入境游客

Market priorities: ① Egypt & UAE ② Saudi Arabia & GCC ③ Morocco & North Africa

市场优先顺序：① 埃及与阿联酋 ② 沙特及海湾 ③ 摩洛哥及北非

Sources: DataReportal 2025/2026 · MCIT Egypt via Ahram Online 2026 · Saudi Ministry of Tourism via Argaam · OECD Tourism Trends 2026

A Lesson I Lived: Tablets in Education

我亲历的一课：教育平板电脑

2012 · Egypt 埃及

2015 · Kuwait 科威特

2018 · Egypt 埃及

10,000

tablets — pilot
1万台试点

✗ **Not continued**
未延续

~US\$100M

spent
约1亿美元投入

✗ **Project discontinued**
项目终止

1.5M+

tablets in 2026 alone · since 2018
仅2026年即超150万台 · 自2018年起

✓ **Service network · still running in 2026**
制造商服务网络 · 2026年仍在运行

Key Challenges and Lessons Learned 主要挑战与经验

No technical support · No spare parts · No Arabic content · No user training · Batteries could not last a school day
无技术支持 · 无备件 · 无阿拉伯语内容 · 无用户培训 · 电池续航不足一个教学日

A good device is not enough. The ecosystem decides success.
好设备还不够，生态体系决定成败。

Sources: Amwal Al Ghad (2012) & speaker's experience · PAAET study, Kuwait · Ahram Online (2018) · Egypt Ministry of Education via Youm7 & Almasq3 (2020, 2026)

Glasses vs. Smartphone: Understanding the User

眼镜与手机：理解用户



Why users will wear them 用户为何佩戴

-  **Hands-free** 解放双手
-  **In context** 情境化
-  **In the moment** 即时
-  **Arabic AI in your ear** 阿拉伯语 AI 助手

What still stops them 仍存在的障碍

-  **Battery & summer heat** 续航与高温
-  **Comfort & style** 舒适与外观
-  **Privacy (cameras)** 隐私 (摄像头)
-  **Price vs. smartphone** 价格对比
-  **Arabic language** 阿拉伯语

Glasses won't replace the phone. They will win the moments where the phone fails.
眼镜不会取代手机，而是赢得手机无法胜任的场景。

First applications: Tourism & AI guides · Museums & AR experiences · Field support · Immersive training
率先应用：文旅 AI 导览 · 博物馆 AR 体验 · 现场支持 · 沉浸式培训

Beyond Hardware: Building the Service Ecosystem Together



超越硬件：携手构建服务生态



Immersive Arabic content
沉浸式阿拉伯语内容



Trained operators
专业操作人员



Maintenance & spare
parts
维护与备件



Approvals: NTRA · TDRA ·
CST
设备认证



A local partner
本地合作伙伴

Our experience in real-world applications 我们在实际应用中的经验



Museums & heritage
博物馆与文化遗产



Education
教育



Tourism & culture
文旅



Public events
公众活动

Where to Start: Entering Egypt & the Gulf

从哪里开始：进入埃及与海湾



The 90-day joint pilot: start small · prove the value · scale together 90 天联合试点：小规模起步 · 验证价值 · 共同拓展

Days 1-14

Partner & use case

确定伙伴与场景

Days 15-28

Technical evaluation

技术评估

Days 29-56

Application adaptation

应用适配

Days 57-77

Customer demonstration

向机构客户演示

Days 78-90

Review & next steps

评估与下一步

Four partnership models · non-exclusive in principle 四种合作模式 · 原则上非独家

A

Application & content

应用与内容合作

B

Joint institutional project

联合开发机构项目

C

Regional implementation &

managed operations

区域实施与运营管理

D

Integrated deployment &

lifecycle services

一体化部署与全周期服务

We welcome selected partners to explore joint pilot projects in Egypt and the Gulf. 诚邀合作伙伴在埃及与海湾地区共同探索联合试点项目。



Let's Build Together

让我们共同打造

From devices to markets, together.
从设备到市场，携手同行。

Bring your technology. Let's create real-world opportunities in the Middle East and North Africa.

您带来技术，我们共同在中东和北非创造真实商机。



MetaLife booth 16A121 · 27-29 October
MetaLife 展位 16A121 · 10月27日至29日



In China until 6 Nov · meetings & factory visits
在华至11月6日 · 可安排面谈与工厂参观



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两个工作日内回复

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