

Noelia Lopez

**Marketing Director for
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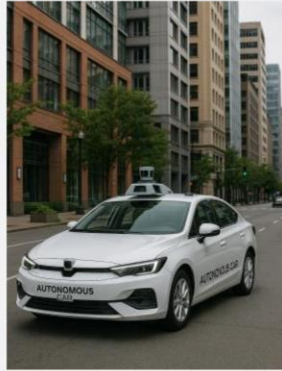



AI RAN enabling a new wave of innovation

Noelia Lopez
Marketing director for intelligent networks

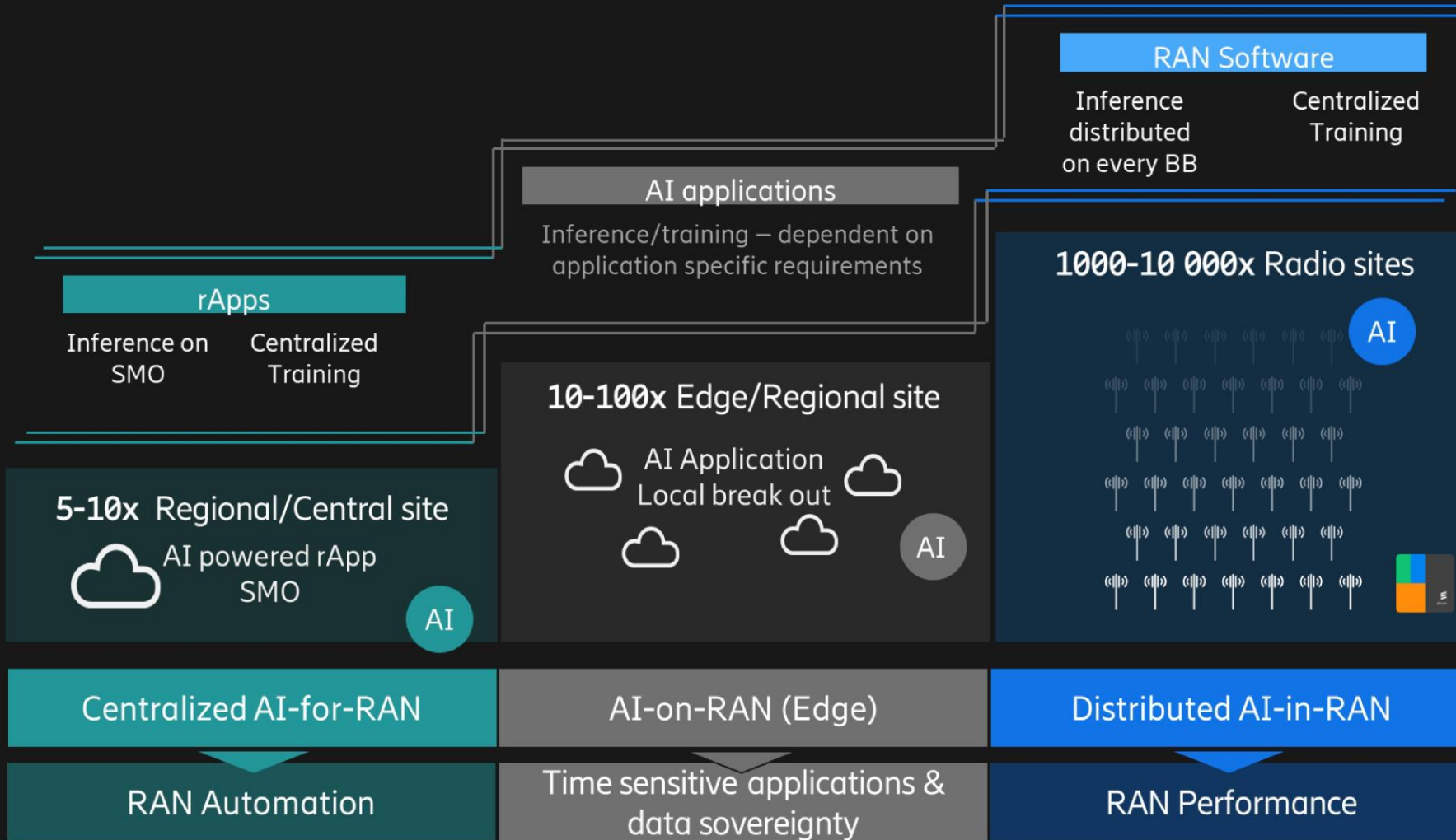
The new wave of AI innovation

AI & GenAI underpin many public indoor and outdoor use-cases

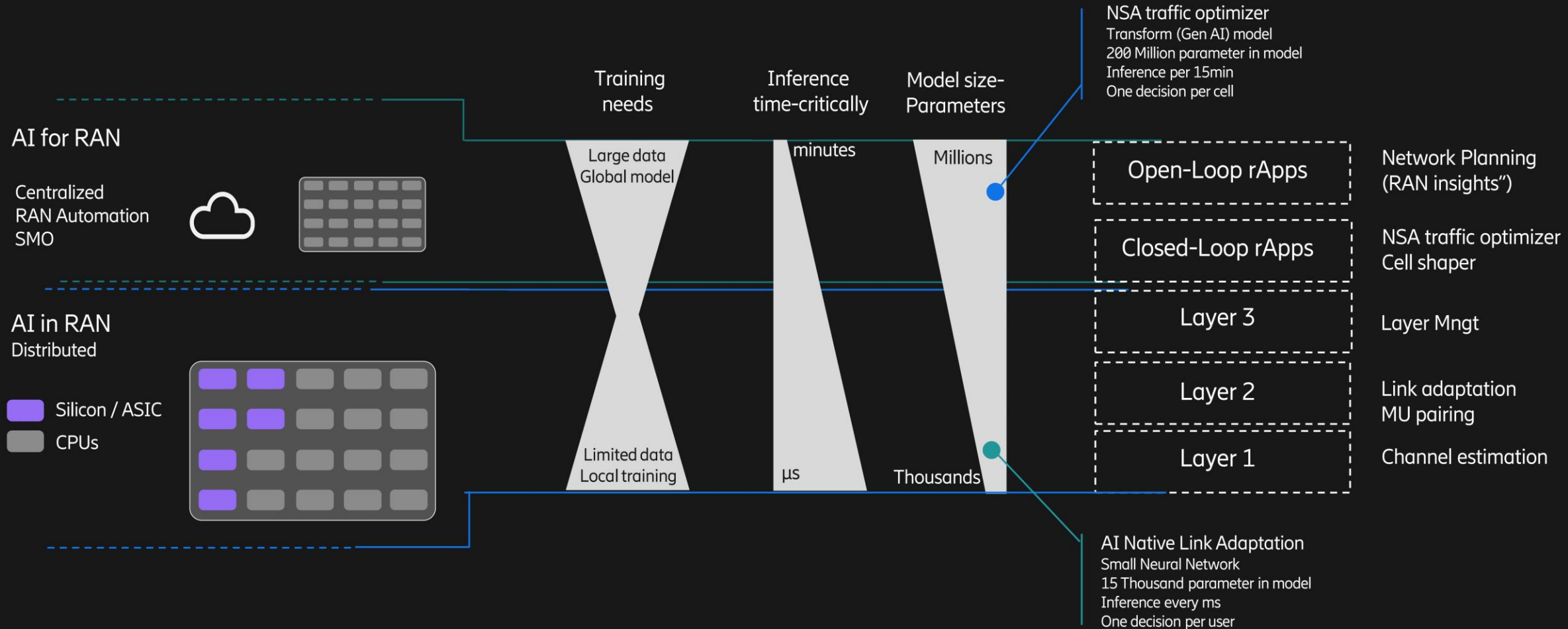
Consumer-Centric			Industry-Centric		
Smart Phone	XR Devices	AI Agents	IoT	AVs	Droids
					
(Gen)-AI enabled hyper-personalized content may increase retention further.	Uplink-heavy compute offload	Uplink-heavy video/multi-modal LLMs and AI Agents / Assistants	Embedded edge-(Gen)AI capabilities emerging in IoT, such as smart cameras.	Autonomous vehicles require UL & DL telemetry	AI autonomous droids with heavy uplink

UL and DL increase: 5G SA / 5G-Advanced are required for deterministic connectivity

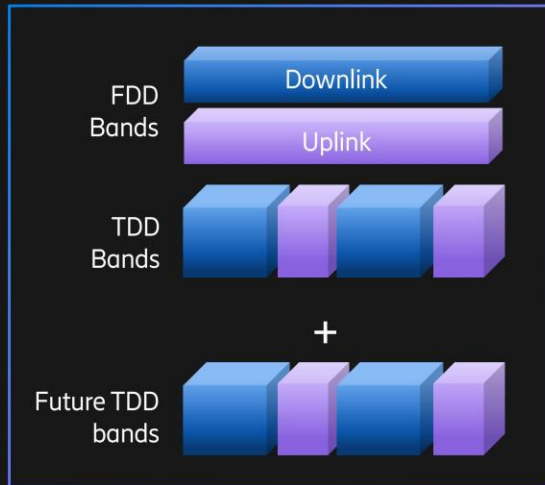
AI RAN architecture: The right model in the right place



AI embedded in every layer and Telco AI models requirements



The uplink challenge: New services and devices create new demands that require continued network enhancements



TDD bands face uplink coverage challenges

Improvement of FDD is an evident opportunity

25%
consumers expect to be using AI across multiple devices by 2030*

45%
share of time spent using AI apps outside home by 2030*

3x
Increase in uplink traffic By 2030**

* Ericsson Consumer Lab report January 2026

** Ericsson Mobility Report , Nov 2025

key takeaways

- AI driven innovations bring new opportunities for society and industries
- AI and connectivity must evolve together; AI applications need higher uplink capacity and consistent latency.
- Uplink is the next challenge and enhanced FDD and differentiated connectivity help address AI-driven traffic growth.



15⁰ years



15⁰ years

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