MEDIATEK
BULLETIN

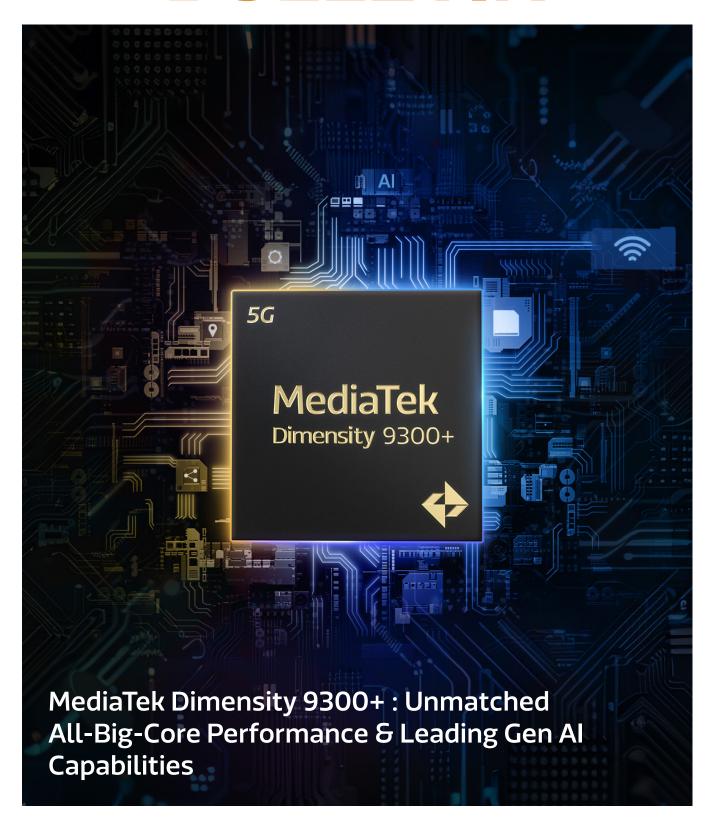MediaTek Dimensity 9300+ : Unmatched All-Big-Core Performance & Leading Gen AI Capabilities

Latest Launches

MediaTek Dimensity 9300+

We have introduced the MediaTek Dimensity 9300+, a latest flagship mobile chip in our Dimensity portfolio. The MediaTek Dimensity 9300+ offers increased clock speeds and is designed to accelerate on-device generative AI processing, offering broader support for LLMs, and other performance enhancements over the MediaTek Dimensity 9300.

The Best Features of MediaTek Dimensity 9300+

- **All-Big-Core CPU: Next-level Performance**

  The MediaTek Dimensity 9300+ boosts Arm Cortex-X4 speeds to the next-level, giving enthusiasts and gamers a new benchmark in ultimate smartphone performance.

- **Best in class GenAI Engine**

  MediaTek APU 790 generative AI engine enables faster, safer edge AI computing. MediaTek's first-to-market features and comprehensive toolchain assists developers in swiftly and efficiently deploying multimodal generative AI applications at the edge, providing users with innovative generative AI experiences, including text, images, music, and more.

- **Flagship 12-core GPU**

  Play the most popular online games at 90FPS in HDR, with up to 20% more power efficiency than alternative flagship smartphone platforms.

- **MediaTek Adaptive Gaming Technology**

  Improve power efficiency with MAGT enabled in popular game titles, providing flagship performance without slowdown for up to an hour in top titles.

- **MediaTek HyperEngine: Network Observation System (NOS)**

  MediaTek HyperEngine NOS collaborates with leading gaming studios to offload real-time network connectivity quality evaluation, enabling more effective and power-efficient Wi-Fi/cellular dual network concurrency in-game.

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MediaTek Dimensity 8250

The MediaTek Dimensity 8250 brings epic gaming experiences with sustainably high frame rates to premium 5G smartphones. With CPU clock speeds reaching 3.1GHz, a powerful 6-core Mali-G610 graphics engine, and super-fast quad-channel LPDDR5, users benefit from game speeds with smooth, fast framerates in popular titles and impressive performance in everyday apps and activities.

Building on the whole smartphone enhancements of MediaTek HyperEngine, MediaTek Adaptive Gaming Technologies work with game developers to ensure gamers can enjoy smooth, high-framerate gameplay while maximizing battery life, enabling them to play for longer.

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MediaTek Dimensity 6300

MediaTek Dimensity 6300 empowers mainstream 5G smartphones with faster games and impressive cameras. With seamless multitasking and lightning-fast speeds, the MediaTek Dimensity 6300 ensures efficient performance for everyday use. It makes graphics smoother and responsive gameplay with our advanced gaming technology.

With MediaTek Dimensity 6300, smartphone designers can create fresh models with billion colour displays and also benefit from their devices having the latest 5G modem technologies.

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Latest Happenings

Whitepaper: Generative AI in the smartphone industry

MediaTek, Counterpoint Research, and partners have released the Generative AI Phone Industry White Paper. With the rise of ChatGPT and other large language models, generative AI has revolutionized human-machine interactions across various applications. Smartphones, with over 4 billion users worldwide, are now pivotal in the success of generative AI-to-consumer applications.

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MediaTek brings Meta Llama 3 Generative AI LLM support to Dimensity platform

Recently, Meta introduced Llama 3, the next generation of its open- source Large Language Model (LLM) for AI applications. Building upon the framework MediaTek established with Meta Llama 2 last year, MediaTek will officially be supporting Meta's Llama 3 8B on MediaTek Dimensity platforms, including the Dimensity 9300, Dimensity 8300, and future Gen-AI-enabled platforms.

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AI and the Future of Industrial Manufacturing Powered by MediaTek Genio

MediaTek Genio is revolutionizing AI and industrial manufacturing by providing high-performance, power-efficient IoT SoCs and smart modules. Its AI-powered multimedia capabilities and advanced processing at the edge enable intelligent autonomous operations. Our connectivity options, including the latest WiFi protocols and 5G technologies, ensure seamless, anytime connectivity.

LEARN MORE ▶

National Technology Day 2024: Insights from Nasscom Foundation, Nokia India, Mediatek and More

"India's IT industry has emerged as a thriving force, driving the country's GDP, employment opportunities, and overall growth of the economy. We foresee a smarter future in which digital technologies can transform how people do business in an increasingly interconnected world. Organizations must focus on upskilling and reskilling the workforce to develop competencies and tap into significant development opportunities across different sectors.

MediaTek is a front-runner in new-age technology such as Generative AI, IoT, ML, 5G FWA, cloud computing, satellite connectivity, automotive, connectivity, and advanced 5G solutions that transform our world into a more intelligent and connected world. At MediaTek, we believe in investing in local talent and scaling skills to create innovation for India and global markets through dedicated technical training sessions, e-learning platforms, and ongoing opportunities for skill development." - **Anku Jain, Managing Director, MediaTek India**

LEARN MORE ▶   **DATAQUEST** 40 YEARS
Impacting Indian ICT Industry Since 1982

MediaTek Showcases IoT Innovations at R&S Technology Symposium 2024 in India

We participated in the R&S Technology Symposium, held in Bengaluru and Hyderabad, and attended by over 800 participants from the telecom industry. The R&S Symposium provided us with a platform to unveil the transformative potential of 5G NR RedCap technology.

Deepak Verma, Wireless & Partnerships, MediaTek India led a session on **"Revolutionising IoT with 5G NR Redcap"** diving into the essential building blocks of this emerging technology, deployment considerations, the introduction of groundbreaking use cases, and the overarching impact on the IoT landscape. A focal point was the MediaTek T300 RedCap platform, a pioneering development announced earlier this year at the Mobile World Congress 2024.

The collaboration with Rohde & Schwarz has been instrumental, including the key milestone of successfully verifying MediaTek's 5G RedCap test platform last year. This partnership not only underscores our commitment to innovation but also highlights joint efforts in shaping a connected and intelligent world. As we continues to push the boundaries of what's possible in IoT, we are excited about the future possibilities that 5G RedCap holds.

LEARN MORE ▶   **ROHDE & SCHWARZ**
Make ideas real   R&S

Anku Jain and Shivam Ranjan in conversation with The Mobile India

"The MediaTek Dimensity 7025 will debut in India through the Moto G64 5G, and I am very excited about this collaboration. Our previous collaborations have consistently performed exceptionally well in the market. A key advantage of this phone is its performance, powered by an octa-core chipset with a 2.5 GHz speed, offering unparalleled performance in this price segment." - **Anku Jain, Managing Director, MediaTek India**

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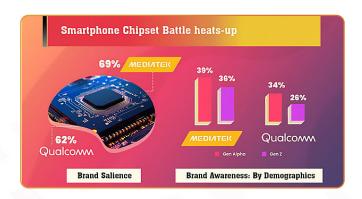## Anuj Sidharth and Shivam Ranjan in conversation with 8bit Rebel

"The MediaTek Dimensity 7025 offers numerous impressive features for the Moto G64 5G. For instance, it includes a feature that allows gamers to enjoy their games without any interruptions from calls. Additionally, it ensures seamless transitions between Wi-Fi networks, so smooth that you won't even notice the switch. The processor's power and resource management are exceptional, keeping your phone cool throughout use. The overall performance is outstanding, delivering a smooth and efficient user experience." - **Anuj Sidharth, Deputy Director, Marketing and Communications, MediaTek**
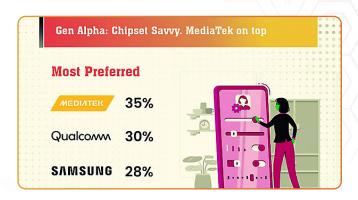
"The Moto G64 5G is a brilliant phone for playing BGMI. The powerful combination of 12 GB RAM and the MediaTek Dimensity 7025 chipset makes lag virtually non-existent. Our collaboration with MediaTek has resulted in a finely-tuned chipset, ensuring uninterrupted gameplay while minimizing overheating concerns. " - **Shivam Ranjan, Head of Marketing, Motorola**
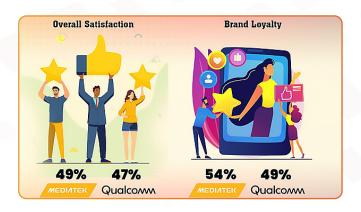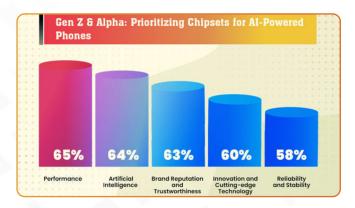
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Impressions Around MediaTek

Smartphone Chipset Battle heats-up

69% MEDIATEK
62% Qualcomm
Brand Salience

39% 36%
MEDIATEK
34% 26%
Qualcomm
Gen Alpha   Gen Z
Brand Awareness: By Demographics

Gen Alpha: Chipset Savvy. MediaTek on top

Most Preferred
MEDIATEK   35%
Qualcomm   30%
SAMSUNG   28%

Overall Satisfaction   Brand Loyalty

49% MEDIATEK   47% Qualcomm
54% MEDIATEK   49% Qualcomm

Gen Z & Alpha: Prioritizing Chipsets for AI-Powered Phones

65% Performance
64% Artificial Intelligence
63% Brand Reputation and Trustworthiness
60% Innovation and Cutting-edge Technology
58% Reliability and Stability

A new consumer survey by CyberMedia Research (CMR), a leading Indian technology market research firm, sheds light on a fascinating shift in consumer behavior- a growing awareness and prioritization of smartphone chipsets. The study findings highlight a significant shift in consumer behavior, that an overwhelming 63% of Gen Z consumers are now aware of AI-infused smartphones powered by chipsets from both MediaTek and Qualcomm. This trend underscores the increasing importance of innovative chipsets for tech-savvy demographics.

- **Brand Salience:** MediaTek scored 69 out of 100 in brand salience, indicating a strong presence in consumer purchasing decisions.
- **Brand Awareness:** Among Gen Z, 32% are aware of MediaTek chipsets, higher than the competition's 30%.
- **Customer Satisfaction:** MediaTek leads in consumer satisfaction with 49%, compared to the competition's 47%.
- **Brand Advocacy:** MediaTek emerges as a leader in this area, with the highest customer satisfaction and Net Promoter Score of 63%.
- **Willingness to Pay Premium:** 40% of respondents are willing to pay a premium for MediaTek-powered smartphones, reflecting the brand's strong market recognition and preference.

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CMR
Insights powered by research

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MediaTek Smart TV SoC | Rajiv Makhni

1.5M Followers

"This mini LED TV is powered by MediaTek and 2GB RAM that ensure no lag in UI, built in graphics and buttery smooth performance."

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MediaTek Dimensity 7025 | Manoj Saru

8.39M Subscribers

"This Moto G64 5G phone has all the segment's best features under Rs 15,000. This phone has the MediaTek Dimensity 7025 for the first time in India."

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MediaTek Dimensity 7025 | 91 Mobiles

The Moto G64 5G is the first smartphone in the world to feature the powerful new MediaTek Dimensity 7025 SoC. This new octa-core processor uses clusters of Cortex-A78 and Cortex-A55 cores to combine performance with efficiency so that users can get the best of both worlds. As if that wasn't enough, this chipset is based on the TSMC 6nm process. This means that this SoC offers better performance and efficiency as compared to similar chipsets based on larger processes.
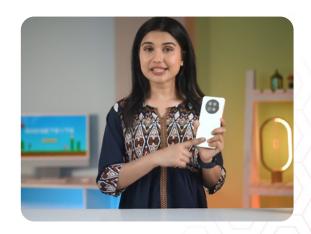
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MediaTek Dimensity 6300 | GadgetByte

672K Subscribers

"Performance is the major highlight of the phone since it is powered by MediaTek Dimensity 6300. During my usage, there have been no lags or stutters whatsoever. The budget gamers will be extremely happy with the phone's gaming capabilities. Call of Duty and PUBG ran quite well in 40FPS."

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MediaTek Smart TV SoC | 91 Mobiles

At the heart of the Motorola EnvisionX Spectra TV is a MediaTek chipset. While most people may know MediaTek for their smartphone chipsets, the company makes processors for a whole host of devices including TVs. In this TV, you get a quad-core processor with a built-in GPU for smooth performance and feature-rich applications.

LEARN MORE ▶

MediaTek Smart TV SoC | Techno Ruhez

3.72M Subscribers

"The performance of the Motorola EnvisionX Spectra Series is driven by the dynamic MediaTek processor, ensuring super smooth operation."

WATCH HERE ▶

MediaTek Dimensity 6300 | Techno Ruhez

3.79M Subscribers

"The Realme C65 5G, featuring the industry's first MediaTek Dimensity 6300 chipset, is priced under Rs 10,000. Its CPU throttle and AnTuTu scores are impressive for its price range."

WATCH HERE ▶

MediaTek Smart TV SoC | GT Hindi

1.81M Followers

"The powerful MediaTek processor in this TV makes all the features worth it, because it allows the TV to work super fast."

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MediaTek Exec Talks

MediaTek's top growth markets and opportunities

Vince Hu, Corporate Vice President and General Manager, MediaTek

From the Metaverse to ASIC and generative AI, explore the key areas of investment and growth for MediaTek heading into 2024.

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Vince Hu, Corporate VP & General Manager

Bringing AI to vehicles with MediaTek

Ephrem Chemaly, Vice President and General Manager, Automotive Business Unit, MediaTek

Whether generating directions to your favorite restaurant or finding a playlist that suits your mood, MediaTek allows automotive passengers to take full advantage of hands-free AI capabilities.

WATCH HERE ▶

Ephrem Chemaly, VP & GM, Automotive Business Unit

Advancing automotive use cases with telematics at MediaTek

Ephrem Chemaly, Vice President and General Manager, Automotive Business Unit, MediaTek

As vehicles become more innovative, connectivity and user safety must be enhanced. With MediaTek's telematics technology, users can experience vehicle-to-vehicle, vehicle-to- pedestrian, or vehicle-to- infrastructure connectivity ensuring that users are covered, no matter the situation.

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Powered by with Heli

Nothing Phone (2a) Review - The Glyph Interface Magic & Lots More

In this video, Heli shares the details of the Nothing Phone (2a), a premium phone which is available for just under Rs 24,000 offering incredible features without breaking the bank.

She highlights the phone's powerful performance with MediaTek's Dimensity 7200 Pro chipset, ensuring speed and incredible battery life. In fact, the phone can last up to 2 days on a single charge.

She also talks about the photo quality with 50 MP dual cameras on the back, and a 32 MP front camera perfect for selfies with friends at any hour.

The 6.7-inch display has a 120Hz refresh rate, providing a vibrant and colourful experience, whether someone is watching a movie, or scrolling social media. The best part is the back of the device, which stands out with Nothing's glyph interface, allowing customizable lights that flash with notifications, monitor the status of Uber rides or food deliveries, and serve as a countdown timer for group photos.

All in all, the Nothing Phone (2a) is a complete phone for all kinds of users.

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Powered by MediaTek

Infinix GT 20 Pro 5G
Powered by
MediaTek Dimensity 8200
ULTIMATE

Infinix NOTE 40 Pro 5G
Powered by
MediaTek Dimensity 7020

realme P1 5G
Powered by
MediaTek Dimensity 7050

realme C65 5G
Powered by
MediaTek Dimensity 6300

realme NARZO 70x 5G
Powered by
MediaTek Dimensity 6100+

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MediaTek helio | G91

vivo Y18e / Y18
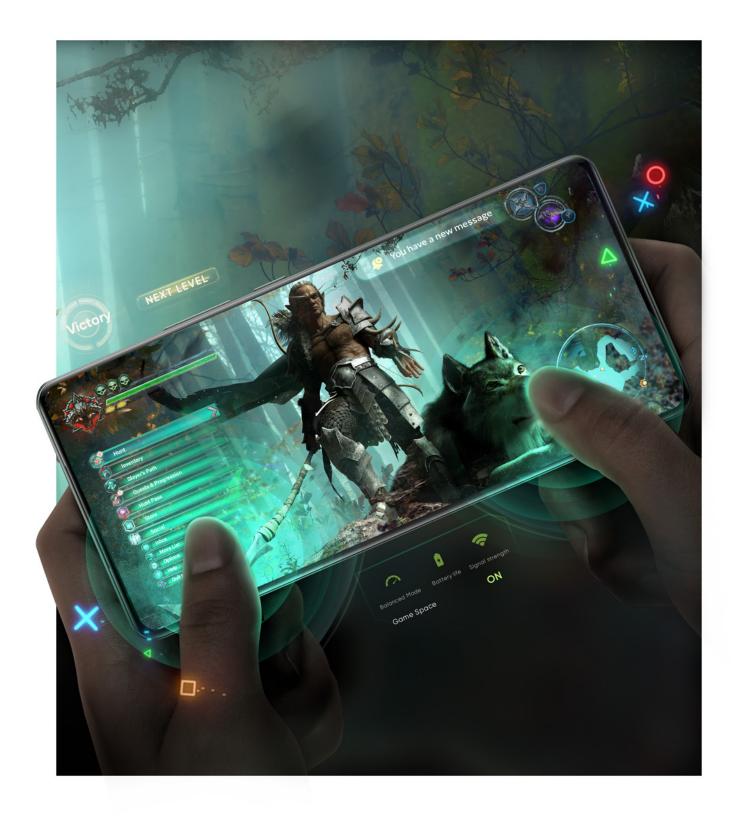*Powered by*
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motorola ENVISION X SPECTRA
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