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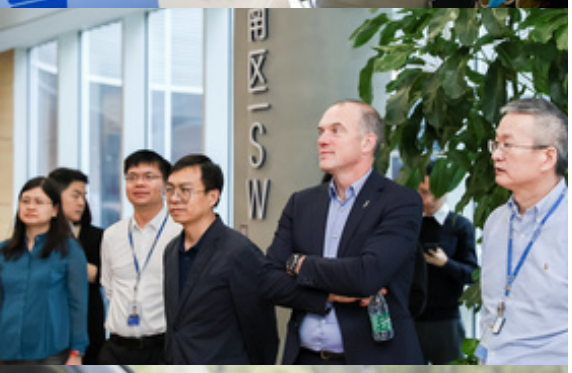
MEDIA KIT MWC BARCELONA 2025

The 5G Automotive Association (5GAA) is a global coalition of automotive, technology and telecommunications companies driving the deployment of smarter, safer, and more sustainable mobility and transportation services.



Created in September 2016, 5GAA has rapidly expanded to include key players with a global footprint in the automotive, technology and telecommunications industries. This includes automotive manufacturers, tier-1 suppliers, testing equipment producers, chipset & communication system providers, mobile operators and infrastructure vendors.

Our membership includes:

- 10 of the top 15 automakers
- 8 of the top 10 mobile operators
- 2 top smartphone vendors

Connected mobility for people, vehicles, and transport infrastructure

5GAA bridges the automotive and telecommunication industries in order to address society's connected mobility needs. It brings inclusive access to smarter, safer, and more environmentally sustainable services and solutions, integrated into intelligent road transportation and traffic management.

5GAA actively promotes the adoption of C-V2X (or cellular vehicle-to-everything) as the critical technology to deliver full connectivity and be a disruptive force in the automotive market.

Many connected-vehicle services are becoming mission-critical. Customers want ubiquitous connectivity. Today it comes via the cellular networks, tomorrow also via satellite communications. Networks also need to be resilient, or available even under exceptional conditions such as disaster scenarios or periods of overwhelmingly high network usage.

At MWCB 2025, 5GAA members showcase the latest connected-vehicle technologies including ubiquitous, reliable, and low latency connectivity using cellular, NTN, multi-access edge computing, and C-V2X Direct.

110 Members

19 Active Work Items

7 Working Groups

1 Objective

TOUR ITINERARY:

0 5GAA - BMW - Verizon
1 HARMAN
2 Deutsche Telekom
3 Ericsson
4 Huawei Technologies
5 Qualcomm
6 MediaTek
7 Nokia
8 Keysight Technologies
9 Anritsu EMEA
10 Rohde & Schwarz

Welcome to the 5GAA Press Tour 2025, where we explore the latest in Connected Mobility and C-V2X technology. This year's tour highlights key industry advancements, real-world deployments, and collaborative innovations shaping the future of mobility.

We begin at the 5GAA booth, where Board representatives BMW and Verizon will highlight safety-focused use cases, from protecting vulnerable road users to real-time traffic information sharing. Next, HARMAN, Deutsche Telekom, Ericsson, Huawei, and MediaTek will present their latest C-V2X innovations.

The tour concludes with live demonstrations from Keysight Technologies, Anritsu, and Rohde & Schwarz showcasing cutting-edge testing solutions that ensure the performance, reliability, and large-scale deployment of connected mobility technologies.

BMW

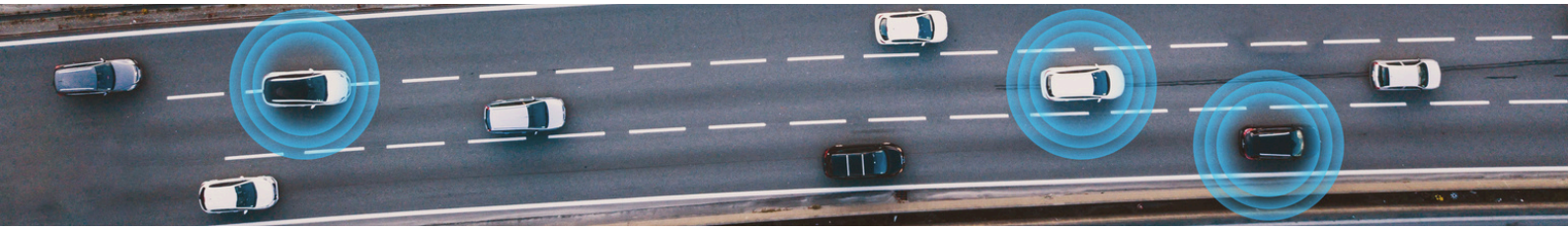
Company representative
Georg Schmitt
Project Leader for 5G, C-V2X,
C-ITS, and Vehicle Connectivity

BMW will highlight how its mass production vehicles are equipped with cutting-edge V2X technology, transforming mobility into a fully connected transportation network.

Rather than viewing vehicles as isolated smart units, BMW envisions a future where cars, infrastructure, and cloud systems communicate seamlessly to enhance traffic safety and efficiency.

They will present how their real-time data exchange capabilities improve road safety by enabling active safety features such as collision risk alerts and intelligent traffic coordination.

This technology is a key step toward building smarter cities where vehicles and infrastructure work together to create safer, more efficient roads. Join us at the BMW stop on the tour to experience the future of intelligent mobility in action.



BMW, a 5GAA Board member, is a pioneer in connected and automated driving, bringing its deep expertise in automotive innovation and digital mobility to the association. With a strong focus on integrating C-V2X into future vehicle platforms, BMW is helping to shape the evolution of safer and more efficient mobility solutions.

VERIZON

Company representatives:
Thomas J. Fox
SVP & President
Karen Greenwald
Executive Assistant to SVP & President

Mr Fox will discuss V2X technology and Edge Transportation Exchange, a Verizon vehicle-to-everything (V2X) mobile-network communication platform recently demonstrated at 5GAA's Washington D.C. Conference "US V2X Vision: Bridging Gaps and Accelerating Deployment in the US."

Leveraging mobile networks, edge compute, and geolocation technology, Edge Transportation Exchange allows vehicles to communicate and share important data among each other, pedestrians, and connected roadway infrastructure such as traffic signals, in near real time. It also serves as an API-driven platform for collaborative innovation between automakers, technology developers, and municipal governments, who can use the platform to scale existing connected solutions or innovate new technology for road-user safety and satisfaction.

verizon

A 5GAA Board member, Verizon powers and empowers how its millions of customers live, work and play, delivering on their demand for mobility, reliable network connectivity and security. As part of its ongoing efforts, Verizon supports the deployment of C-V2X technology and is committed to advancing capabilities that make roadways safer, more modern, and better prepared for the software-defined future of driving.

HARMAN

Company representatives:
Suman A. Sehra
Global Vice President of Connectivity Portfolio Management
Jessica Sader
Communications Manager

HARMAN's solutions exemplify the future of intelligent and connected mobility, delivering adaptive, real-time experiences that enhance both safety and efficiency for drivers and automakers alike.

During our tour, HARMAN will present its latest innovations aimed at transforming the intelligent and connected mobility experience:

- Ready Connect – The industry's first telematics control unit (TCU) with satellite communication capabilities, ensuring reliable, always-on connectivity in remote areas and emergency situations.
- Ready Aware – A real-time situational awareness system that provides "sight beyond sight" capabilities, enhancing driver safety with contextual alerts for road conditions, hazards, and intersections.

HARMAN
A SAMSUNG COMPANY

HARMAN continues to play a key role within 5GAA, bringing its deep expertise in automotive technology as a subsidiary of Samsung and an active Board member. HARMAN's contributions help drive innovation in C-V2X and smart mobility. We value their engagement and look forward to further collaboration in shaping the future of connected transportation.

DEUTSCHE TELEKOM

Company representative:
Gerard L. Lyne
Strategic Communications Manager

Deutsche Telekom will highlight the critical importance of mobile network quality for mission-critical connected car applications. Their presentation will focus on two key areas:

- First Responder Resilience – Ensuring network resilience and disaster recovery to support emergency services and connected vehicles in critical situations.
- Reimagine the Network – Delivering consistent, high-quality mobile network performance, dynamically adapting to provide the right capabilities at the right time for drivers and mobility services.

By reinforcing network reliability and adaptability, Deutsche Telekom is shaping the future of seamless, secure, and mission-ready vehicle connectivity.

Find Deutsche Telekom's full programme here: https://mwc.telekom.com/2025

Deutsche Telekom has been a member of 5GAA almost since the start. Having Johannes Springer, their CTO for Connected Car, as our association's Director-General highlights its long-standing commitment. Recently, it has helped drive 5GAA's research on satellite services, shaping inventive solutions for future connectivity.

ERICSSON

Company representative:
Christer Boberg
Head of Technology & Strategy,
Global Network Platform

Ericsson will showcase a cutting-edge live demonstration highlighting how Quality of Service (QoS), network slicing, and Network APIs enhance in-vehicle connectivity. Using a real car equipped with a large internal video screen and a live 5G SA network, the demo will illustrate how seamless video conferencing can be maintained even in areas of network congestion or low coverage.

The showcase will focus on V2N2P/V2N2V communication, leveraging 5G SA and Network APIs to ensure a premium connectivity experience for passengers, adapting to real-time network conditions.

Additionally, a digital demo will demonstrate how "differentiated connectivity" can optimise cellular performance for various in-vehicle services, including OTA updates, remote driving, infotainment, HD maps, and AI-driven data collection.

Ericsson is committed to driving the global deployment of 5G SA and differentiated connectivity in collaboration with the automotive industry. By enabling network slicing and QoS management, as well as expanding the use of Network APIs on a global scale, Ericsson is shaping the future of intelligent and adaptive vehicle connectivity.

ERICSSON

As a 5GAA Board member, Ericsson is at the forefront of enabling seamless vehicle connectivity through its leadership in cellular networks and edge computing. By driving advancements in 5G and V2X communications, Ericsson is helping to lay the groundwork for a safer, more intelligent transportation ecosystem.

HUAWEI

Company representatives:

Ma Jindou
Vice President of the Huawei Wireless 5.5G Domain (V2X)

Markus Dillinger
Director for 5G Industry Communications

Achraf Khsiba
Standards Expert

Huawei will present a live demonstration of its Internet of Vehicles (IoV) technology, showcasing how advanced connectivity is enabling large-scale commercialization of autonomous driving.
Visitors will experience a remote driving seat for a security coordinator managing an autonomous Level 4 delivery vehicle operating in Huawei's Dongguan campus. The demonstration will highlight real-time monitoring and remote control capabilities, illustrating how these solutions are already commercially deployed in over ten countries.

The presentation will emphasise how the continuous evolution of mobile networks—offering greater uplink bandwidth and lower latency—enables city-wide autonomous driving coverage. Additionally, the presentation will explore new business models for operators, shifting from traditional traffic-based approaches to experience-driven operations, expanding opportunities in the connected vehicle ecosystem.

HUAWEI

Huawei, a 5GAA Board member, plays a key role in advancing connected mobility through its expertise in 5G infrastructure and C-V2X technology. With a strong commitment to innovation, Huawei contributes to shaping the next generation of intelligent transportation systems, and we look forward to continuing our collaboration.

QUALCOMM

Company representative:
Andrea Ghittino
Staff Manager, Product Marketing

Qualcomm is showcasing a connected services platform that highlights the seamless integration of payment for automotive services via cloud connectivity—an innovation that aligns with the 5GAA mission to leverage connectivity for enhanced services for both drivers and service providers. Through a collaboration with J.P. Morgan Mobility Payments Solutions, Qualcomm supports secure, in-vehicle payments, opening the door to a wide range of C-V2X services (Cellular Vehicle-to-Everything).

This network-enabled payment infrastructure supports subscription-based services, further enhancing the automotive ecosystem's capability to provide value to drivers and service providers alike.

At MWC, Qualcomm will demonstrate how these payments work in real-time through an intuitive, realistic HMI (Human-Machine Interface). The demo will feature a factory-fit, high-quality display of a vehicle's console, showcasing how Qualcomm's Snapdragon Digital Chassis solutions power these advanced features. Through this demo, Qualcomm not only illustrates its end-to-end role in delivering key messages to drivers and passengers but also highlights the potential for broader industry impact with C-V2X services being accessed directly through the vehicle.
This integration of connectivity with automotive services sets a new standard in convenience and efficiency, redefining how we interact with in-vehicle technologies and services.

Qualcomm

As a Board member of 5GAA, Qualcomm plays a pivotal role leveraging its deep expertise to drive innovation in automotive services. As a leader in wireless communication, Qualcomm's contributions in C-V2X are key to advancing the future of connected transportation. We value their continued engagement and look forward to further collaboration in shaping the future of smart, connected mobility.

MEDIATEK

Company representative:
Sharique Khan
Deputy Director Marketing

MediaTek will showcase its advancements in 5G Next-Generation eCall (NG eCall), a critical innovation enhancing vehicle safety and emergency response capabilities.

The demonstration will highlight how 5G NG eCall leverages ultra-reliable, low-latency communication to enable faster and more accurate emergency assistance in the event of a crash or roadside incident. By utilizing next-generation cellular networks, this technology ensures seamless data transmission, real-time vehicle status sharing, and improved location accuracy for first responders.

MediaTek will emphasise the role of 5G in revolutionizing automotive safety, underlining how enhanced connectivity can reduce emergency response times and save lives.

MediaTek is a valued member of 5GAA, bringing its expertise in wireless communications and semiconductor innovation to the association. We are excited to collaborate and leverage their contributions to advance 5G-V2X and connected mobility solutions.

NOKIA

Company representatives:
William Stanley &
Jishnu Dasgupta
Portfolio Marketing, Nokia Cloud and Network Services (CNS)

Nokia is at the forefront of advancing mission-critical communications for connected and automated mobility. At MWC 2025, Nokia will showcase an innovative remote tele-driving demo, highlighting the power of ultra-reliable, low-latency connectivity in automotive applications

Visitors to the Nokia booth will witness a driver operating a vehicle remotely using a fully equipped automobile cockpit, complete with a windshield, seat, pedals, and steering wheel. While the driver is present at MWC, the actual vehicle will be located at a facility in Southern Spain, demonstrating real-time remote driving powered by advanced network infrastructure.

This demonstrates how Nokia's Network as Code aggregator platform connects the tele-driving application to the Telefonica mobile network via Network APIs to shape the network quality and performance in real-time

The showcase underscores Nokia’s leadership low-latency communications, critical for the future of autonomous and connected mobility.

Nokia, as a 5GAA Board Member, plays a pivotal role in advancing 5G and C-V2X technologies for the future of connected mobility. With its leadership, Nokia is helping to build a safer, smarter, and more resilient automotive ecosystem. We value our continued collaboration in driving innovation for next-generation mobility.

KEYSIGHT

Company representatives:
Shlomi Cohen
Director, Automotive &
Energy AV Connectivity Segment
Bill Mckinley
Automotive/Connected Car
Business Lead

Keysight's presentation will highlight the growing role of Non Terrestrial Networks (NTN) and NR-V2X in expanding connected mobility, ensuring resilient communication for safer and more efficient transportation networks.

The demo will showcase their latest advancements in NTN and NR-V2X using the UXM Wireless Emulator platform.

The demonstration will showcase how Keysight's testing solutions enable reliable and high-performance connectivity for NTN-based communications, ensuring seamless V2X interactions even in remote or challenging environments.

The UXM Wireless Emulator provides critical insights into the performance and interoperability of next-generation automotive communication technologies.

KEYSIGHT TECHNOLOGIES

Keysight is a key contributor to 5GAA, bringing its expertise in testing, measurement, and validation solutions for connected mobility. We look forward to continued collaboration in ensuring the reliability of next-generation automotive communications.

ANRITSU

Company representative:
Adnan Khan
Director of Advanced Technology Marketing (CTO Office)

Anritsu will showcase its C-V2X Digital Twin for Vulnerable Road User (VRU) protection, an advanced testing solution designed to enhance road safety.

The demonstration will highlight how Anritsu's Digital Twin Test Solution simulates real-world traffic, environmental conditions, and network scenarios to evaluate V2X communication performance. By leveraging 5G and NR-V2X technologies, this solution enables proactive hazard detection and improved situational awareness, ensuring safer interactions between vehicles and pedestrians.

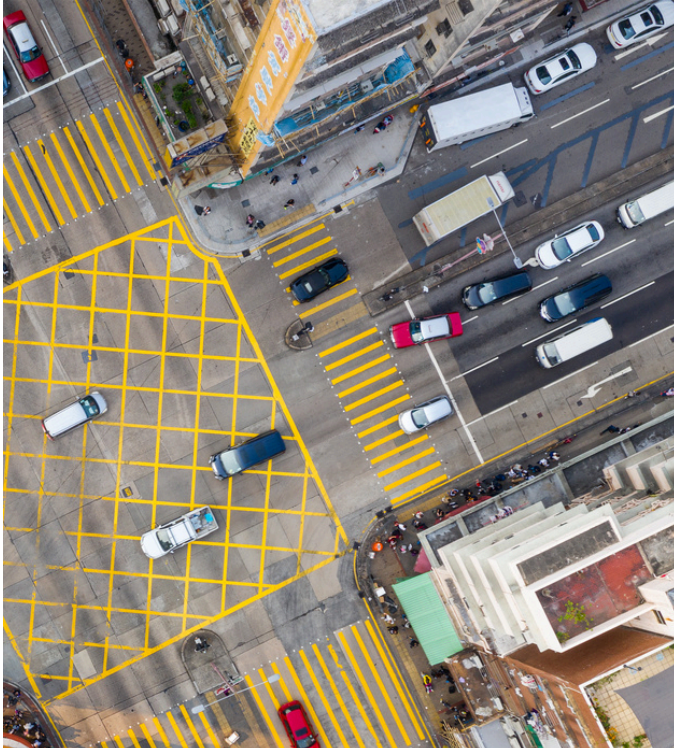
Anritsu's presentation will emphasise the importance of digital twin technology in advancing V2X capabilities, helping to accelerate the development of safer and smarter transportation ecosystems.

Anritsu

Anritsu is instrumental in enhancing connected mobility with its cutting-edge testing and validation solutions for C-V2X technologies. As a valued member of 5GAA, Anritsu supports the development of robust and efficient automotive communication systems, and we are eager to build on our partnership.

ROHDE & SCHWARZ

Company representative:
Stefan Ballmann
Director of Product Management,
Mobile Conformance and
Operator Testing



Rohde & Schwarz will showcase cutting-edge solutions ensuring the reliability and performance of next-generation automotive connectivity, focusing on Non-Terrestrial Networks (NTN) and safety-critical applications such as Next Generation eCall.

The NTN demonstration will highlight satellite-based communication for seamless vehicle connectivity, especially in areas with limited terrestrial coverage. Using the CMX500 radio-communications tester, Rohde & Schwarz will present conformance and network operation tests for NTN, ensuring reliability before deployment.

Additionally, the company will showcase its NG eCall and Chinese GNSS testing solutions, addressing regulatory requirements as legacy cellular networks phase out. The CMX500 and SMBV GNSS simulator will demonstrate 4G and 5G Next Generation eCall testing, while the SMBV100B vector signal generator ensures compliance with upcoming Chinese GNSS standards.

ROHDE&SCHWARZ
Make ideas real

Rohde & Schwarz consistently engages in 5GAA Working Group 3 activities, focusing on evaluation, testbeds and pilots. They are also an active contributor to our interoperability event programmes.

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