



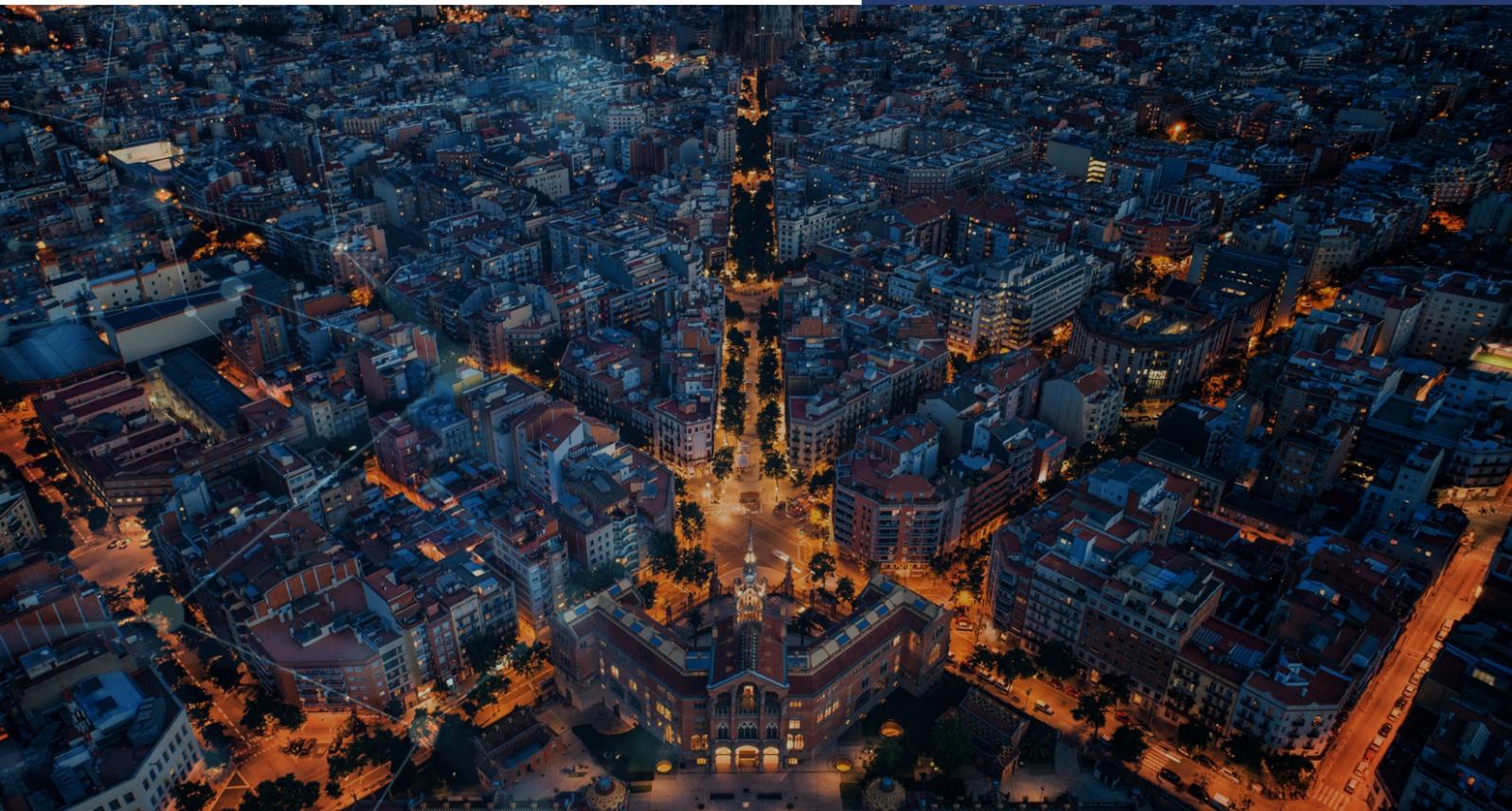
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MEDIA KIT MWC BARCELONA 2026

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.

TOUR ITINERARY AT MWC 2026

-  5GAA Booth & BMW
-  1 Viasat and Cubic³
-  2 Rohde & Schwarz
-  3 Anritsu (feat. Valeo)
-  4 Keysight
-  5 Nokia
-  6 MediaTek
-  7 HARMAN
-  8 Nokia Demo at the GSMA Booth



Welcome to the 5GAA Press Tour 2026, 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 CTO Maxime Flament and Board representatives — including BMW — will present 5GAA's newest advancement. The tour will continue with a visit to Viasat and Cubic³, Rohde & Schwarz, Anritsu, Keysight, Nokia, MediaTek, and HARMAN. The tour will finalise with a teledriving demo organised by Nokia at the GSMA booth.

BMW

Company representative

Georg Schmitt

Project Leader for 5G, C-V2X,
C-ITS, and Vehicle Connectivity



At the beginning of the 5GAA Press Tour, BMW will introduce the 5GAA roadmap for the integration and deployment of Non-Terrestrial Networks (NTN)-enhanced connectivity in vehicles, outlining how satellite communications complement terrestrial cellular networks to deliver ubiquitous and resilient connectivity. Building on this industry perspective and on the results of a recently performed customer survey on NTN, BMW will outline the industries focus on narrowband and wideband data rate use cases and elaborate on the criteria for a successful mass-deployment of satellite connectivity, and highlight how the technology is being integrated into future vehicle platforms.



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.

VIASAT AND CUBIC³

Company representatives:

Richard Jones

Senior Communications Manager, Viasat

Cyril Moloney

Senior Media & Analyst Relations Manager, Cubic³

Viasat and Cubic³ plan to demonstrate Non-Terrestrial Network (NTN) voice call capabilities for connected vehicles over Narrowband IoT (Nb-IoT), utilising a Cubic³ SIM and a standards-based 3GPP Release-17 Qualcomm chipset.



Viasat is a global technology leader delivering advanced connectivity solutions that enable businesses, governments, and communities to transform how they operate and engage in an increasingly connected world.

As a valued member of 5GAA, Viasat actively supports the deployment of C-V2X technology.

Cubic³, a global leader in software-defined vehicle (SDV) solutions, and a Board Member of the 5GAA, provides advanced connectivity solutions for software-defined vehicles (SDVs) across more than 200 countries and territories.

As 5GAA, we look forward to continued collaboration in ensuring the reliability of next-generation automotive communications.

ROHDE & SCHWARZ

Company representative:

Sebastian Striewski

Product Manager

Colm Mulligan

Market Segment Manager - Automotive

Connectivity

Jeremy Carpenter

Marketing and Communications Manager

Rohde & Schwarz (R&S) is extending its automotive connectivity test range with demonstrations covering Non-Terrestrial Networks (NTN) and Next Generation, Hybrid & Chinese eCall.

R&S will showcase an all-in-one NTN test solution that covers Doppler shift, timing effects, and fading, enabling the development of always-connected vehicles and thereby increasing road safety.

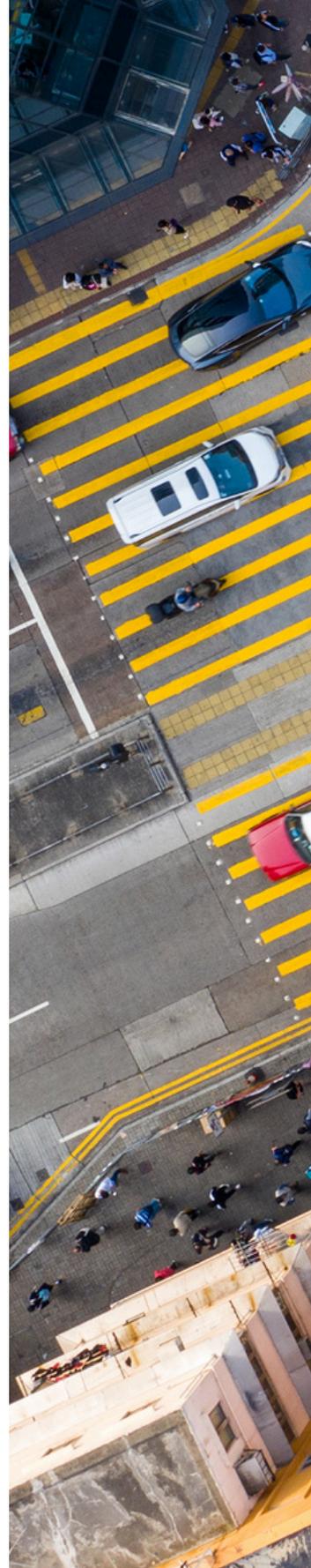
Hybrid eCall is added to its existing portfolio of legacy and Next Generation test solutions, emulating the PSAP and conducting the required test cases, enabling the automotive industry to ensure the performance and standards compliance of their chipsets, modules and vehicles.

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.





ANRITSU

Company representative:
Jonathan Borrill
Chief Technology Officer

Anritsu, in collaboration with Valeo -both active 5GAA Members- will showcase a groundbreaking virtual validation capability essential for the evolution of the software-defined vehicles revolution. To ensure stable utilisation of sophisticated connectivity services, it is essential to implement software that takes into account the edge cases that occur in the real world. Anritsu addresses this challenge with a one-stop toolchain that comprehends everything from field driving tests to simulations in the lab.

Furthermore, the integration with Valeo's software development solution allows car manufacturers to carry out end-to-end verification, from in-vehicle systems to the backend, in a fully virtualised environment.

This partnership transforms software development for vehicle domains such as the telematics unit, enabling a more cost-efficient and future-ready process.

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.

KEYSIGHT



Company representatives:

Shlomi Cohen

Director, SDV & Strategic OEM's
Business. Automotive & Energy
Segment.

Keysight will highlight a breakthrough in Non-Terrestrial Network (NTN) testing that enables the automotive industry to validate vehicle-to-satellite connectivity under real-world commercial LEO orbital conditions, along with the latest Hybrid Mode NGeCall solution, which validates critical emergency services from 2G to 5G on a single emulator.

This integrated approach ensures seamless, lifesaving communication and resilient connectivity for the next generation of connected vehicles, even in areas beyond the reach of terrestrial networks.



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.

NOKIA

Company representatives:

Gareth Davies

Portfolio Marketing, Nokia Cloud
and Network Services (CNS)

At MWC 2026, Nokia will showcase over 30 demonstrations on advancing global connectivity in the AI supercycle, where AI drives pervasive innovation across industries, powered by low-latency, high-capacity networks. One key highlight is Nokia's Network as Code, enhanced with agentic AI, to boost advanced 5G use cases.

This programmable connectivity exposes networks as APIs, enabling dynamic access to slicing, quality of service, and edge resources, unlocking new monetisation in the agent economy and accelerating AI-native networks.



NOKIA DEMO AT GSMA BOOTH

Company representatives:

Spencer Swartz

Global Marketing &
Communications

Nokia will showcase a live teledriving demonstration at the GSMA booth. The demonstration's objective is to showcase the full potential of programmable networks in enabling trusted, high-performance connected mobility. Nokia will demonstrate how combining GPS with network-based positioning provides continuous, validated vehicle location, even in challenging environments, while network-level identity checks help protect against spoofing, SIM-swap attempts, and unauthorised control.

Using Network as Code, the vehicle is dynamically assigned to a dedicated slice for remote or assisted driving, ensuring ultra-reliable, low-latency connectivity. Quality on Demand then optimises bandwidth and latency in real time to maintain stable, high-quality video, even at high speeds.



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.



MEDIATEK

Company representative:
Sharique Khan
Director Marketing EU

MediaTek will showcase the world's first 5G New Radio over Non-Terrestrial Networks (5G NR NTN) video call, supporting 3GPP Release 17/18 NR-NTN technology, extending 5G connectivity beyond terrestrial networks. This advancement enhances coverage and reliability to deliver high-quality, real-time video in areas where traditional networks are unavailable.

In parallel, MediaTek will present its leading 5G Advanced (5G-A) 5CC Auto Telematics:

- A platform that supports 3GPP Release 17/18 with in-modem AI technology ensures stable, reliable, and high-performance connectivity.
- Supports downlink 5CC with up to 400MHz bandwidth, delivering peak throughput of up to 9Gbps,
- Supports advanced uplink 3Tx capability.



MEDIATEK



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.

HARMAN

Company representatives:

Suman A. Sehra

Global Vice President of Connectivity
Portfolio Management

Jessica Sader

Communications Manager



HARMAN will demonstrate how connected vehicles are evolving beyond terrestrial networks to deliver resilient, safety-critical communication and intelligent in-vehicle experiences. As a 5GAA member, HARMAN is advancing the integration of 4G, 5G and satellite communication to support always-on mobility across vehicle categories.

During the press tour, HARMAN will present:

- **Ready Connect with Satellite Voice Calling in Collaboration with Viasat**
 - A live demonstration of in-cabin voice calls over satellite communication, enabled through Narrowband Non-Terrestrial Network (NB-NTN) connectivity on HARMAN's production-ready Ready Connect telematics control unit (TCU) product. The solution is based on 3GPP NTN standards and highlights ecosystem collaboration between HARMAN and fellow 5GAA members Viasat and Qualcomm.
- **Ready Ride – Connected Mobility for Two-Wheelers**
 - HARMAN's new two-wheeler connectivity platform extends secure telematics, OTA capabilities and safety-focused services into a segment where connectivity penetration remains low. Ready Ride reflects the broader 5GAA ambition to scale connected mobility across vehicle categories and showcases ecosystem collaboration between HARMAN and fellow 5GAA member Qualcomm.
- **Ready Aware – Cloud-Delivered, Contextual Driver Alerts**
 - A scalable V2N solution that delivers real-time alerts on road hazards, traffic conditions, and safety-relevant events without requiring additional vehicle hardware.



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.

CONNECTED MOBILITY FOR PEOPLE, VEHICLES, AND TRANSPORT INFRASTRUCTURE

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.

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.

Quickly evolving in Europe, the US, China and Japan, C-V2X is already revolutionising the mobility ecosystem and how drivers interact with the world.

It provides real-time, highly reliable, and actionable information flows to improve the overall transport experience for vehicles, road users, and the surrounding infrastructure.

100+

Members in
2026

10

of the top
15 automakers

8

of the top 10
mobile operators

2

2 top smartphone
vendors





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