

## Acer's AI Vision at GITEX GLOBAL 2025



As one of the top exhibitors at **GITEXGLOBAL 2025**, Acer continues to stand at the forefront of innovation, shaping how AI is transforming our digital lives and industries alike. In this exclusive interview, **Michele Montecchio, General Manager of Acer Middle East**, shares the company's vision and initiatives that are redefining the future of technology through intelligent AI laptops, dedicated AI processors, and a proprietary AI software suite. Discover how Acer is harnessing artificial intelligence to enrich user experiences, advance sustainability, and empower businesses and communities across the globe.

**To what extent are Physical AI and AIoT (Artificial Intelligence of Things) driving change across industry sectors and societies worldwide?**

Physical AI and Aiot are redefining how industries operate, connecting intelligent devices

and enabling real -time, data -driven decisions. At Acer, we expect AI PCs to represent a significant share of our total shipments in 2025, following the debut of our first AI PCs in 2023. Through close collaboration with industry partners, we're pushing the boundaries of what AI can do across hardware and software ecosystems. From business optimization to healthcare applications, Acer continues to expand its AI-powered portfolio with practical, intelligent solutions. Additionally, through our subsidiaries, we offer AIoT solutions for smart cities, including smart parking, payment systems, agriculture monitoring stations, water quality monitoring, water meters, street lighting, air monitors and air pollution detection, charging stations, and more.

**How are AI technologies becoming critical to national sovereignty and the competitiveness of future economies?**

AI is now a strategic asset for nations. Countries

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leading in AI development and deployment gain significant advantages in economic productivity, defense, and technological independence. For example, Acer's investments in AI-driven edge computing and secure device management support national efforts to build resilient digital infrastructure. Control over AI infrastructure, data, and talent is becoming synonymous with national sovereignty, and countries investing in AI R&D, education, and ecosystem development are better positioned to shape global standards and capture value from emerging industries.

### **What role should governments and regulators play in building a secure, robust AI ecosystem that drives progress for businesses and individuals?**

Regulating a fast-evolving technology like AI requires a balanced and adaptive approach. Around the world, governments are adopting multi-pronged strategies to ensure its safe and responsible use. These include comprehensive legislation, sector-specific laws, national AI strategies, and voluntary guidelines to govern diverse applications. The overarching goal remains clear: to mitigate potential risks while enabling innovation and supporting business growth.

### **What proprietary AI-powered technologies or platforms are you showcasing at GITEXGLOBAL, and how are these solutions transforming business operations or core industries?**

Our new AI laptop range features dedicated AI

processors and Acer's proprietary AI software suite, enabling advanced capabilities such as real-time language translation, intelligent meeting transcription, enhanced security, and adaptive performance optimization. These laptops leverage on-device AI to deliver faster content creation, smarter collaboration, and seamless multitasking---empowering professionals, students, and creators to work more efficiently and securely. By integrating AI directly into our devices, Acer is transforming business operations and core industries. Enterprises benefit from improved workflow automation and data security, educators can deliver more personalized learning experiences, and creative professionals gain powerful tools for editing, design, and media production. Our AI laptop range represents a major step forward in making AI accessible, practical, and impactful for everyday use.

### **ABOUT THE COMPANY:**

Founded in 1976, Acer is one of the world's top technology companies with a presence in more than 160 countries. The company continues to evolve by embracing innovation across its offerings, which include computers and displays, while branching out to new businesses. Acer is also committed to sustainable growth, exploring new opportunities that align with its environmental and social responsibilities. The Acer Group employs over 7,800 employees that contribute to the research, design, marketing, sales, and support of products, solutions, and services that break barriers between people and technology.