



**MAGENTA AI
AT SCALE.**



**HUMAN
AT HEART.**



MOBILE

WORLD

CONGRESS

2026

Reimagine the Network

AI-native network for hyper-personalized digital experiences



Future networking will deliver hyper-personalized digital experiences by interpreting customer intent through an AI concierge. An AI-native network facilitates the integration of a multitude of available smart devices and services from different ecosystems and establishes a trusted digital environment according to that intent.

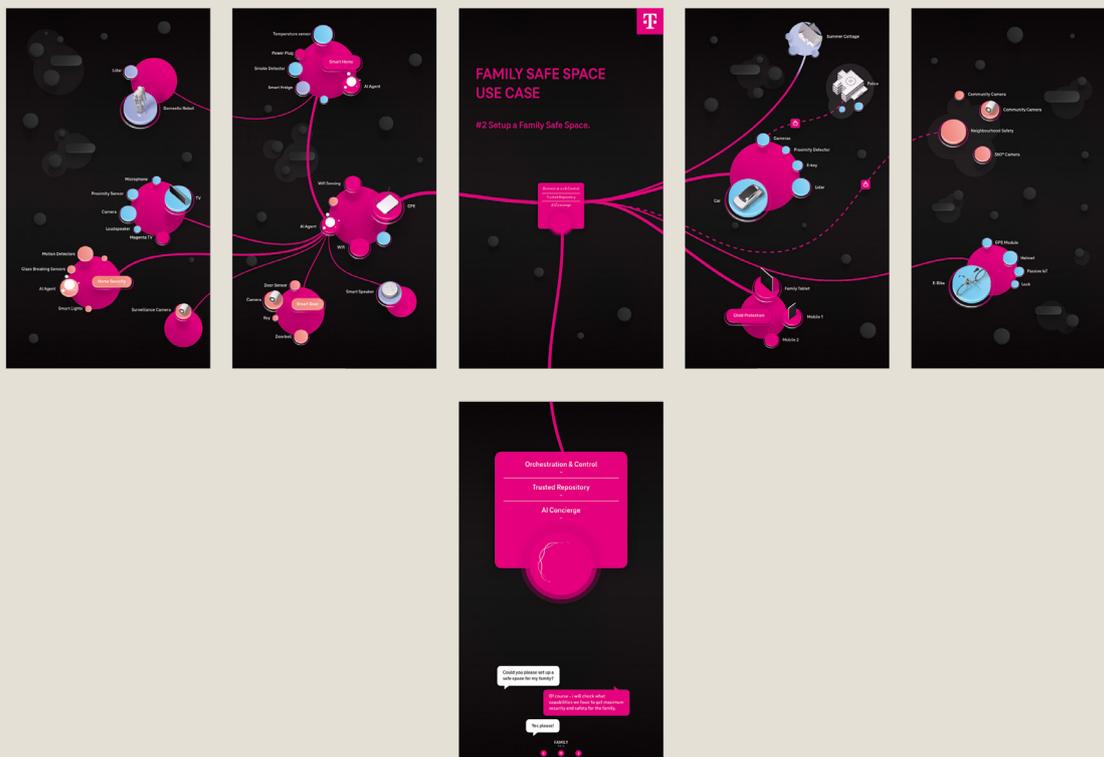
A trusted data repository gives users full control of their digital content. All network, device, and service resources are only dynamically activated and configured when needed – “zero bit – zero watt.”

KEY FACTS

- **Hyper-personalized digital experiences** driven by customer intent
- **Trusted digital environment** integrates different smart device and service ecosystems
- **Trusted data repository controls access** to consumers' digital content
- **AI-native network** integrates all access technologies and programmable networks via plain IP
- **Dynamically switches** on required network elements and layers only – “zero bit – zero watt”



Connecting
your world.



The “Reimagine the Network” concept contributes to the vision of a human-centric technology. An AI-native network creates for its consumers a trusted digital environment, enabling them to easily and securely access, control, and combine a multitude of smart devices and services across different ecosystems, according to their intent.

The approach intelligently captures consumer intent via an intelligent “AI concierge” network and dynamically derives the required service configuration, which only provisions the needed communication links and resources, thus helping to reduce waste and cut costs.

The strategy is only possible by consistently simplifying the network architecture towards plain IP and harmonizing life cycle operations. Moreover, the concept of a programmable network simplifies the integration of third-party, IP-based services.

Call for action for operators and vendors:

- Develop a flexible, network-embedded intent control plane
- Enable customer data ownership and portability based on customer consent
- Support cross-ecosystem interoperability of devices and services by design
- Extend APIs to better support customer intent and extended services
- Establish resource efficiency as a shared design goal

Our showcase demonstrates how a family establishes and benefits from a “safe space” that seamlessly unites smart devices across networks –from home security to bike tracking – powered by an intent-driven, AI-native network. Experience secure, cross-ecosystem orchestration in action, where resources for home security and bike tracking are provisioned dynamically and only when they are needed.