

Hear direct from Ultrapower Software on MWC Shanghai

Introduction

Ultrapower Software, a leading Chinese high-tech enterprise, provides digital solutions, ICT operations management, mobile games and IT services, focusing on digital economy transformation for industries like telecom, finance, and energy – using cloud, big data and AI for digital transformation.

In 2025, they officially unveiled Taiyue Lighthouse (an AI large-model application portfolio) at MWC Shanghai to introduce it to a broader base of users and partners, clearly communicating their positioning as a practitioner of AI implementation.



Wang Xiaojun, Vice President of Ultrapower's CBG and President of Product Management explains the value that exhibiting at MWC Shanghai brings to Ultrapower Software.

Q1

There are numerous technology exhibitions – why exhibit at MWC Shanghai?

We chose MWC primarily for its powerful ecosystem aggregation effect. MWC is not merely a showcase for technologies; it is also one of the most important annual platforms where global telecom operators, software service providers, and upstream and downstream partners come together to exchange ideas.

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Ultrapower has been deeply engaged in the ICT operations management domain for more than two decades. As this market demands continue to evolve, MWC enables us to efficiently connect with global core customers and partners, while gaining first-hand insights into the most cutting-edge industry needs.

Q2

What specific strategies did you implement to maximise engagement with your target audience?

This year, we made bold innovations across booth design, content planning and on-site interaction.

- **Booth design** – we built a two-storey structure to facilitate deeper discussions and live streaming.
- **Content** – we focused more on showcasing AI industry application cases, allowing visitors to quickly grasp our business value.
- **On-site engagement** – we hosted live interactive launches using Avavox, along with multiple presentation sessions to highlight our flagship offering, the intelligent voice digital employee.

Q3

Can you share a success story that best reflects the value of MWC Shanghai to your business?

At this year's event, we showcased Taiyue Lighthouse as well as our AI-driven overseas business offerings. There was significant on-site interest in our international expansion solutions, which clearly demonstrated the value of MWC as a global platform.

Many overseas clients first learned about us through this exhibition, and some ultimately chose to collaborate with us after discussions initiated at the previous edition of MWC.

Q4

What unique advantages does MWC Shanghai offer in terms of connecting international and Chinese markets or fostering innovation exchange?

We believe the core value of MWC lies in brand momentum enhancement and deepening strategic relationships. While its impact may not always be measured by a single order in the short term, it opens multiple doors to significant long-term partnerships.

Want your own success story at MWC Shanghai?

Visit our sponsor or exhibit page:



<https://www.mwcshanghai.com/exhibition>