

# SMARTTECH RESEARCH

## MAY 2026 NEWSLETTER

Coverage window: May 1, 2026 through May 31, 2026

### Executive Summary

May 2026 centered on a sharper shift from AI hype to operational execution, while consumer and device coverage stayed focused on practical value and platform strategy. The month blended SmartTechCheck audio episodes on Qualcomm, Red Hat, Dell, foldables, and gift buying with public media visibility around supply chain resilience, content authenticity, and connected device security. The editorial throughline was clear. Technology narratives are getting tougher, more mature, and more grounded. The market increasingly rewards companies that can connect infrastructure, trust, and measurable business outcomes.

9

Public May items listed

6

SmartTechCheck May  
episodes

2

Quoted media  
appearances

3

Core themes

## Month At A Glance

Date	Format	Title	Core Theme
May 3	Audio newsletter	<b>5 Tech Gifts Mom Will Love!</b>	Consumer tech / practical buying advice
May 6	Quoted article	<b>Apple Hedges Bets on Chips in Talks with Intel, Samsung</b>	Supply chain / silicon strategy
May 7	Audio newsletter	<b>Qualcomm Earnings, New Snapdragon ASICs and 6G Ambitions</b>	Mobile silicon / edge AI / connectivity
May 15	Audio newsletter	<b>AI Plumbing Gets Ambitious</b>	Enterprise AI infrastructure / Red Hat
May 15	Audio newsletter	<b>Dell Still Wants The PC Fight</b>	AI PCs / client devices / gaming
May 19	Quoted article	<b>LinkedIn to Launch Campaign Against 'AI Slop'</b>	Trust / authenticity / platform governance
May 22	Audio newsletter	<b>AI Ambition Meets Enterprise Execution</b>	Enterprise AI execution / Dell Technologies World
May 29	Forbes contribution	<b>How To Reduce Cyber Risks Across Connected Devices And Services</b>	Cybersecurity / connected ecosystems
May 29	Audio newsletter	<b>Apple Is 7 Years Late ...How Can They Still Win</b>	Foldables / product strategy / ecosystem leverage

## Featured Highlights

### AI Ambition Meets Enterprise Execution

May 22, 2026 | *SmartTechCheck audio newsletter*

This late May SmartTechCheck episode framed Dell Technologies World 2026 as a test of whether enterprise AI is graduating from slideware to systems deployment. The discussion focused on AI Factory with NVIDIA, data platforms, private cloud automation, PowerRack infrastructure, and a wider ecosystem designed to help enterprises move from pilots to production.

**Why it mattered: The strongest message in May was that the AI market is no longer grading vendors only on ambition. It is grading them on execution, interoperability, and whether customers can actually operationalize what is being promised.**

### AI Plumbing Gets Ambitious

May 15, 2026 | *SmartTechCheck audio newsletter*

This Red Hat Summit focused episode argued that some of the most important AI stories are not flashy at all. It examined Red Hat AI 3.4, OpenShift, RHEL, inference, AgentOps, Model as a Service, hybrid cloud, and NVIDIA collaboration through a single lens: who is building the control layer for enterprise AI operations.

**Why it mattered: May reinforced a recurring SmartTech Research theme. The real winners in AI may be the companies that own the pipes, policies, and deployment discipline, not just the loudest model demos.**

## **Apple, Qualcomm, and Security in a More Demanding Market**

*May 6 to May 29, 2026 | Public media appearances and SmartTechCheck episodes*

The rest of the month stretched across Apple supply chain resilience, Qualcomm's expanding push into value tier devices and edge AI, cybersecurity risk across connected products, LinkedIn's coming fight over AI generated clutter, and a foldable strategy debate around Apple's delayed entry into the category. Different topics, same pattern. Buyers are demanding more proof, more trust, and more product clarity.

**Why it mattered: May content felt tougher minded than earlier in the year. The conversation kept shifting away from novelty and toward resilience, trust, and strategic timing.**

## **Additional May Coverage**

Other public May 2026 items associated with the portfolio and related public pages included:

- SmartTechCheck Podcast and Audio Newsletter: 5 Tech Gifts Mom Will Love! (May 3, 2026).
- TechNewsWorld quoted article: Apple Hedges Bets on Chips in Talks with Intel, Samsung (May 6, 2026).
- SmartTechCheck Podcast and Audio Newsletter: Qualcomm Earnings, New Snapdragon ASICs and 6G Ambitions (May 7, 2026).
- SmartTechCheck Podcast and Audio Newsletter: AI Plumbing Gets Ambitious (May 15, 2026).
- SmartTechCheck Podcast and Audio Newsletter: Dell Still Wants The PC Fight (May 15, 2026).
- TechNewsWorld quoted article: LinkedIn to Launch Campaign Against AI Slop (May 19, 2026).
- SmartTechCheck Podcast and Audio Newsletter: AI Ambition Meets Enterprise Execution (May 22, 2026).
- Forbes Technology Council contribution: How To Reduce Cyber Risks Across Connected Devices And Services (May 29, 2026).
- SmartTechCheck Podcast and Audio Newsletter: Apple Is 7 Years Late ...How Can They Still Win (May 29, 2026).

### **Editorial Throughline**

Taken together, the May body of work projected a very specific point of view. AI is entering its accountability phase. Companies now have to prove they can operationalize infrastructure, govern complexity, defend trust, and explain why their products matter in human terms. Red Hat and Dell were evaluated through enterprise readiness. Qualcomm was judged through platform expansion and edge relevance. Apple was framed through resilience and timing. Even the softer Mother's Day and foldables coverage came back to product fit, usefulness, and category clarity.

## **Public Source Pages Used**

- [Authory public portfolio](#)
- [Moor Insights SmartTechCheck page](#)
- [Apple Podcasts listing for SmartTechCheck Podcast and Audio Newsletter](#)
- [TechNewsWorld: Apple Hedges Bets on Chips in Talks with Intel, Samsung](#)

Prepared from publicly accessible portfolio and related source pages

- [TechNewsWorld: LinkedIn to Launch Campaign Against 'AI Slop'](#)
- [Forbes Technology Council member profile](#)
- [Forbes Technology Council: How To Reduce Cyber Risks Across Connected Devices And Services](#)

*Prepared for SmartTech Research monthly reporting.*