Aura means a new way of experiencing and relating with Telefónica. Today we are ready to go one step further. #HelloAura

Improved customer experience

Leading the way to 5G

We are leading the way to the upcoming 5G connectivity. Network innovation brings the hyper-connectivity that connects the customer’s home with the IoT world and new hyper-edge computing solutions.

Open Ecosystem

We are opening the 4th Platform ecosystem to the main technological players. This will allow the data portability and improve third-party services, like Facebook Safety Check.

Aura works with important technological partners. Soon Aura will be in the main virtual assistants: Google Assistant and Microsoft Cortana.

Aura is available in 6 countries. Today Aura takes its first steps through the channels: Mi Movistar Argentina, Meu Vivo Mais, O, Ask, Movistar + Habla, and Facebook Messenger.

Improved customer experience

Movistar Home

AI reinvents communications in the home. We want to be where our customers are. Aura will come to the home through the new Movistar Home device to revolutionize the way we communicate.