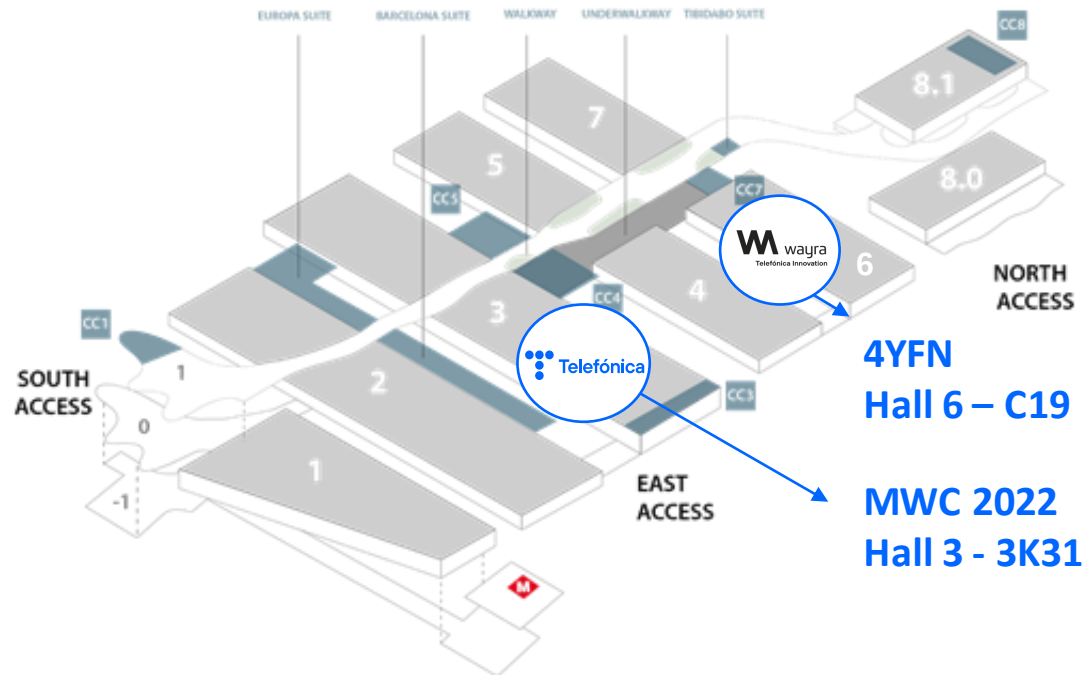


Transformation is *now*

MOBILE WORLD CONGRESS 2022 – BARCELONA, FIRA GRAN VÍA. Join us!

Telefónica's Stand in Hall 3 – 3K31, in 4YFN innovation event Hall 6 – C19 or online

Telefónica is present **ONSITE**



Check [here](#) the entry requirements to the exhibition site

... and until March 12nd at our **flagship store in Barcelona**, Plaza Catalunya 16, an additional and free window to the MWC. Check [here](#) all the activities

... and **ONLINE** in our **DIGITAL STAND**



<https://metaverso.telefonica.com/>

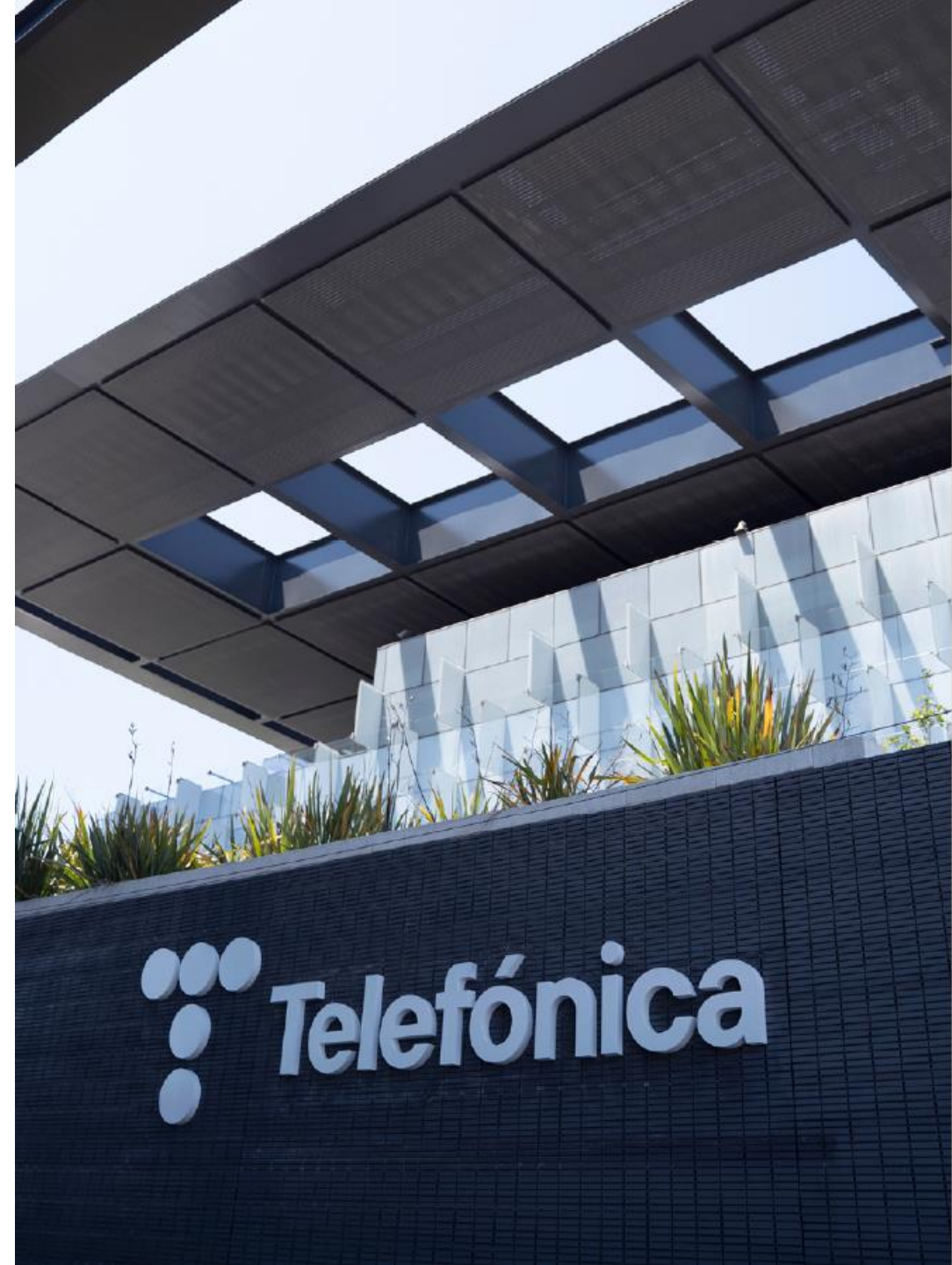


Transformation is in our DNA

The public health and economic crisis triggered by COVID-19 has focused our minds on the need for a **swifter economic and social transformation** – the only way we can count on a full recovery and get back on track for growth.

We believe that **digitalisation is key** to making this transformation possible. Technologies such as 5G, cloud storage, cybersecurity, AI, big data and IoT will be game-changing — as demonstrated by our extensive catalogue of solutions, applications and use cases. Our capacities and experience make us the **perfect partner for businesses and local authorities** as they take on the digital challenge.

We stand for a **fair, inclusive and sustainable digital transformation**. Our mission is to harness technology for people and planet, lightening the environmental load and offering our clients solutions that get them working more efficiently and sustainably.



Permanent experiences at our stand | Hall 3 - 3K31



An integral and differential proposal for buildings; based on a set of technological solutions, able to increase efficiency, reduce costs, promote sustainability, improve the user experience and increase safety



The combination of connected robotics (IoT) with 5G and Edge Computing could be key to delivering efficient and scalable solutions across all types of industries, including hospitality



The digital transformation of the industry is key to make it more competitive, more efficient, more productive and more sustainable. Telefónica as a reliable and experienced reference partner will showcase solutions for logistics transformation



We present the innovations that enrich our offer of connectivity, entertainment, security and privacy at home. With Living Apps, we offer new business opportunities for companies and new experiences for our customers

Digital-only experiences



CYBERSECURITY IN THE SMART CITIES

Towards a smart city that is not only intelligent, but also secure, efficient and sustainable. Both physical security, to achieve the goal of zero accidents, and logical security, to ensure the integrity of information and the trust of the various stakeholders, preventing any hacking attack



PREDICTIVE MAINTENANCE WITH 5G DRONES

The use of drones, 5G and Artificial Intelligence allows enabling new business uses taking advantage of data collection

Live demos in our Agora Hall 3 - 3K31

5G HOLOGRAPHIC
TELEPRESENCE

5G ROBOTICS FOR
INDUSTRIAL ENVIRONMENTS
MONITORING

5G GAMING ARENA
POWERED BY TELEFÓNICA

SECURITY
WITH DRONES

CYBER PROTECTION OF
INDUSTRIAL ROBOTS

HYPERSPECTRAL ARTIFICIAL
VISION CAMERAS

See our [agenda](#) below

Conferences at the AGORA

The auditorium allows for a hybrid format, where visitors can attend on site **Hall3 stand 3K31** or online, in our **DIGITAL STAND**, live to ask questions, or on demand, to the recorded conferences

TELEFÓNICA's AGORA AGENDA

*Sessions
broadcasted in
English and
Spanish*



Complemented by our presence at the GSMA conferences

CONFERENCES AT THE CONGRESS



MWC2022 – Telefónica's AGORA sessions: Hall3 stand 3K31 or online

Monday 28th February

12:30 – 13:30 [Telefónica Digital Core](#) – José María Alonso, CDO; Alberto Granados, President Microsoft Spain

14:00 – 14:30 [Holographic Telepresence with Carolina Marín, World & Olympic Badminton champion \(live demo\)](#) – Juan Cambeiro, 5G innovation Expert, Telefónica

15:00 – 15:30 [5G robotics for industrial environments supervision \(live demo\)](#) – Alejandro Alonso and Vanesa Montoya, 5G innovation Experts, Telefónica

16:00 – 16:45 [DEMOTOUR - Live demos session](#) – Guillermo Bataller, Transformation and innovation projects manager, Telefónica

17:00 – 17:30 [Open RAN in Telefónica](#) – Maite Aparicio, Head of Open RAN, GCTIO Telefónica

17.45 – 18:15 [New challenges of personal and digitalised mobility](#) – Joaquín Balsera García – Director de Marketing y Negocio Internacional TMB de Barcelona; César Sánchez Gómez, Gerente de Adm. Públicas de Cataluña y Aragón, Telefónica

Tuesday 1st March

9:30 – 10:00 [The future of mobility in the smart city](#) – Leticia López & Alejandro Alonso, 5G Innovation Experts, Telefónica

10:30 – 11:30 [5G Gaming Arena Powered by Telefónica \(live demo\)](#) – Gamers

12:30 – 13:15 [5G Imagine infinite possibilities for your business \(live demos\)](#) – Agustín Cárdenas, Director of Digital Transformation of Enterprises, Telefónica & other speakers

13:45 – 14:15 [Predictive maintenance with 5G Drones](#) – Andrés Escribano- Director Industria 4.0 y New Business - Telefónica Tech AI of Things

14:30- 15:00 [The Future is here, Telefonica's Headquarter Drone Protection \(live demos\)](#) – Fabian Blanco, CEO & Miguel Borja Cano, Head of Defense & National Security, Telefónica Ing. Seguridad; Nicholas Zylberglajt – CEO, Unmanned Life

15.15- 16:00 [A Rural Manifesto for Latam](#) – Alfonso Gómez Palacio – CEO, Telefónica Hispanoamérica & other speakers

16.15 – 16:45 [Demotour \(live demos\)](#) – Guillermo Bataller, Transformation and innovation projects manager, Telefónica

17:00 – 17:45 [Smart cities: Success stories of digital transformation projects of local administrations](#) – Gema Igual - Mayoress of Santander; Juan Antonio Bermejo – Head of Innovation Service Cabildo La Palma; Gastón Navarro - Subsecretary of Technology and Informatics of the city of Buenos Aires; Diego López Román – Mkg & Business Development Manager – Telefónica

18.00 – 18.45 [Enabling Metaverse-ready networks: A Telecom Infra Project Birds of a Feather](#) – Vish Ponnampalam & Rashan Jibowu, Meta; Juan Carlos Garcia, Telefónica; Victor Fernandez, Vodafone; Laurent Leboucher, Orange

Wednesday 2nd March

10:00 – 10:30 [Industrial Cybersecurity: challenges and solutions \(live demo\)](#) – Vicente Segura, Head of IoT Security Telefónica; Unai Ayúcar, CTO Alias Robotics

11:00 – 11:30 [Reinventing the future of ports](#) – Agustín Moro & Agustín Cárdenas, Telefónica; Mafran Martínez – CTO Autoridad Portuaria de Huelva y Responsable Puerto Huelva; Salvador Furió Pruñonosa- Director Innovación; Antonio Torregrosa- Managing Director Valencia Port

12:00 – 12:30 [5G - VR Endoscopy Quirón](#) – Dr. Pedro Rosón, Head of Gastroenterology Dept. Hospital Quirón Salud Málaga; Juanjo Rodríguez Lupiáñez, Innovation Expert Telefónica

13:00 – 13:30 [Why do we need smart buildings?](#) – Mariano González Villéllas – Director División Inmobiliaria, Grupo Iberebro; Carlos Martínez, Global Director IoT, Big Data & AI Telefónica

14:00- 14:30 [A country of digitalised SMEs](#) – Javier Vizcaíno - Director SMEs, Telefónica España

15:00 – 15:30 [Digitalization for a green transition](#) – José Frasquet – Strategy Director, Consorcio de Valencia 2007; Maya Ormazabal - Directora Medio Ambiente y Derechos Humanos Telefónica S.A; Sergio de los Santos Vílchez – Director Área Innovación y Lab. Telefónica Tech

16:00 – 16:30 [INESCUBE PROTECT: The artificial eye that sees the chemistry of things \(live demo\)](#) – Daniel Kumble, CEO INES OPTICS SL; Guillermo Bataller, Innovation Manager Telefónica; Blanca Drake, Head of Open Innovation Marketing, Telefónica

17:00 – 17:30 [New ways of working: digital tools and skills](#) – Belén Espejo González – Head of HR Business Development & Pilar Río Maeztu - Vertical Education Leader, Telefónica

Thursday 3rd March

10:00 – 10:30 [Open Innovation: Startups shaping Telefónica's future](#) – Hernan Bastiani – Head of Business Development at Wayra Barcelona; Joel Balagué – CEO Volava; Albert Rodés – CEO Watchity; Javier Polo – CEO Councilbox

11:00 – 11:30 [Virtual Assistants and RPA: Efficient Citizen Service](#) – Bruno Lago; José María López, Business Developer Managers Telefónica

12:00 – 12:30 [Blockchain on the streets \(live holographic telepresence\)](#) – José Luis Núñez, Head of blockchain, Telefónica Tech; Guillermo Bataller, Transformation and innovation manager, Telefónica

**CHECK
HERE THE
UPDATED
AGENDA**

Telefónica at 4YFN, the innovation event, in Hall 6 - C19



Contents

- Fintech
- Sustainable Impact
- Frontier Tech
- Digital Health & Wellness
- Diversity for Tech
- Sports tech

Telefónica's
Activities
@4YFN

30 start-ups

Morning

Monday, February 28

- [Wise](#) (HISP)
- [Matsuko](#) (UK)
- [Auravant](#) (MAD)
- [Exxita](#) (MAD)
- [Climatetrade](#) (BCN)

Tuesday, March 1

- [Wiper](#) (WB)
- [eAgora](#) (OF)
- [Keytrends](#) (OF)
- [Camonapp](#) (HISP)
- [Deeder](#) (WB)

Wednesday, March 2

- [Monogoto](#) (TEF V)
- [Omnix](#) (HISP)
- [MySphera](#) (BCN)
- [Timiak Tech](#) (OF)
- [Rosita](#) (BCN)

Afternoon

- [Tedcas](#) (MAD)
- [Kubbo](#) (BCN)
- [Pridatect](#) (MAD)
- [Citibeats](#) (BCN)
- [Competize](#) (OF)

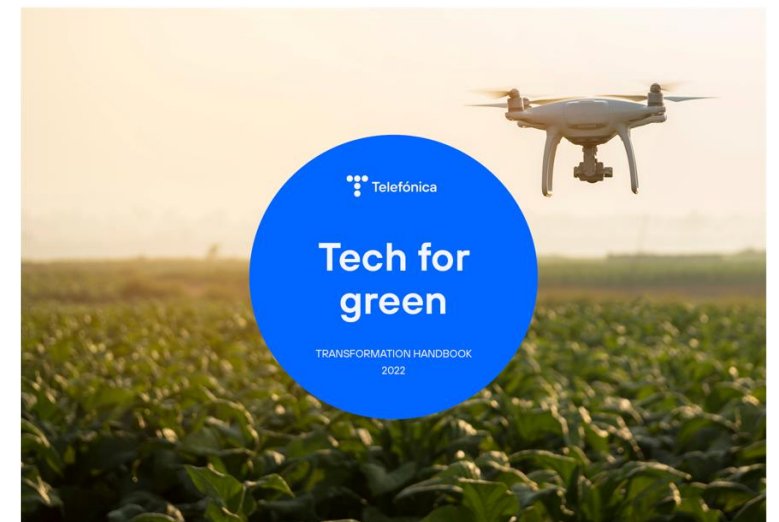
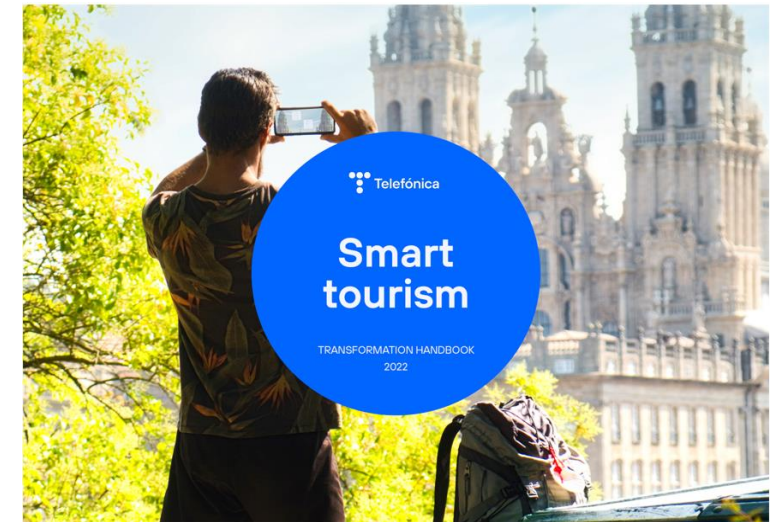
- [Tucan](#) (GER)
- [EyecandyLAB](#) (GER)
- [Ezzing](#) (MAD)
- [iArchiva](#) (OF)
- [Councilbox](#) (MAD)

- [Monogoto](#) (TEF V)
- [Unmanned life](#) (BCN)
- [Quadminds](#) (BCN)
- [Hybrico](#) (HISP)
- [Trilio](#) (UK)

OF: Open Future; WB: Wayra Builder; TEF V: Telefónica Ventures; Others: Wayra - Country

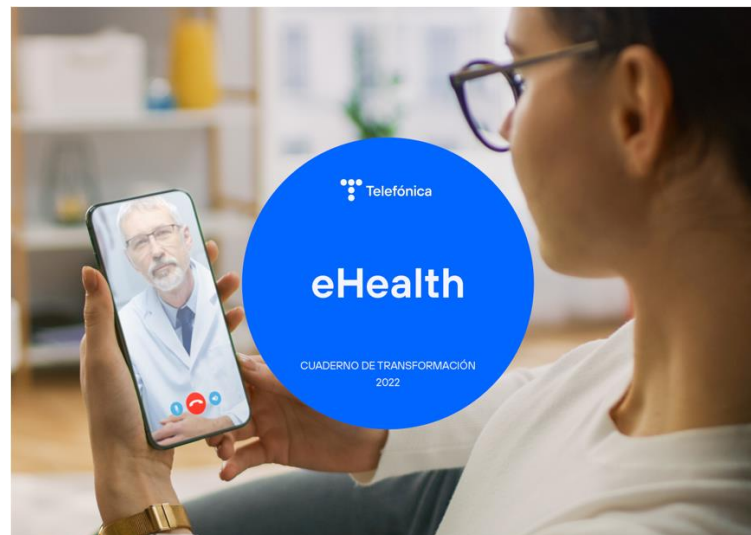
Telefónica's transformation handbooks collection, 2022 edition

Available online as of February 25, 2022



New transformation handbooks 2022

Available online as of February 25, 2022



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