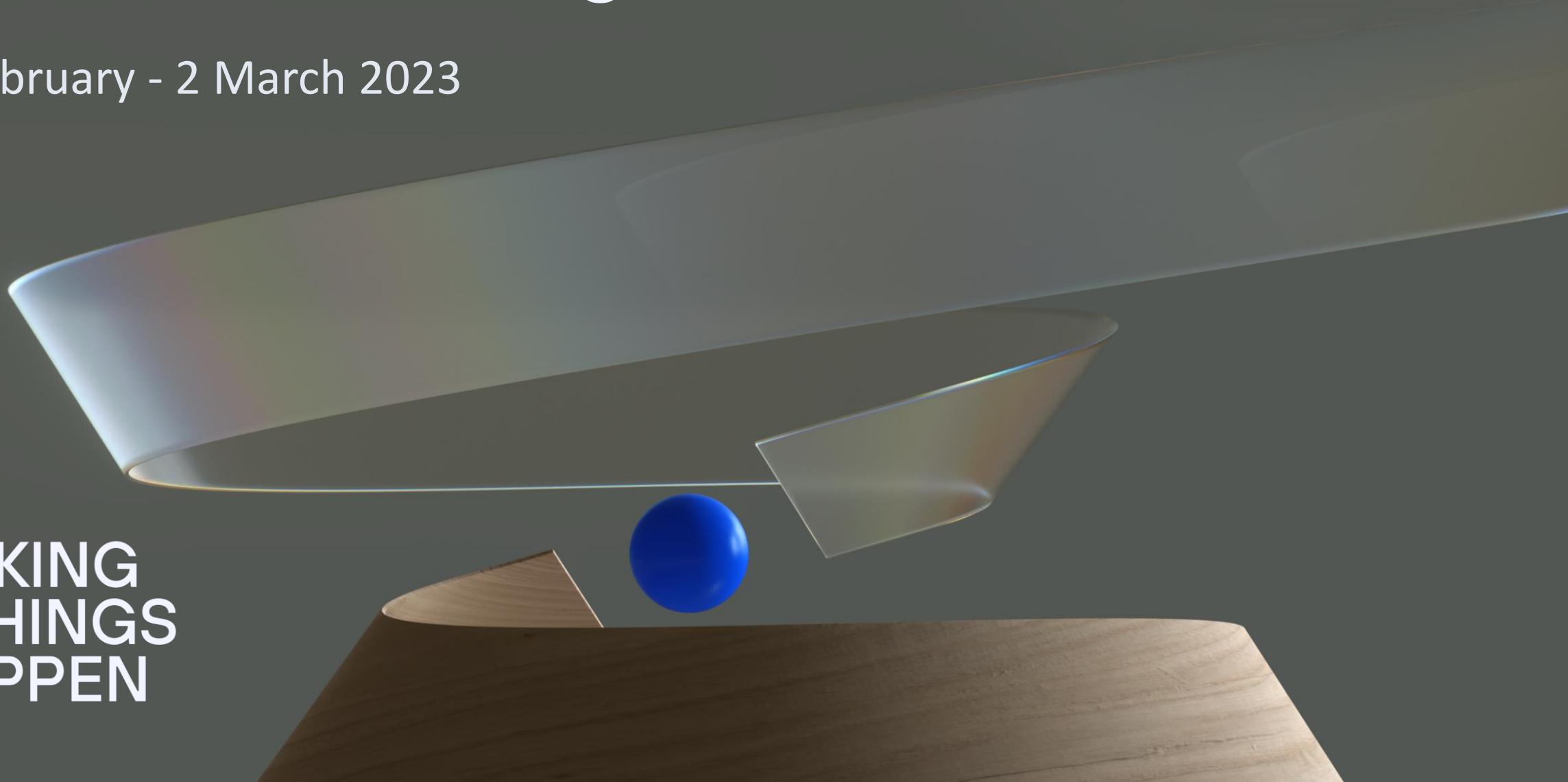


Mobile World Congress 2023

27 February - 2 March 2023

MWC 2023

**MAKING
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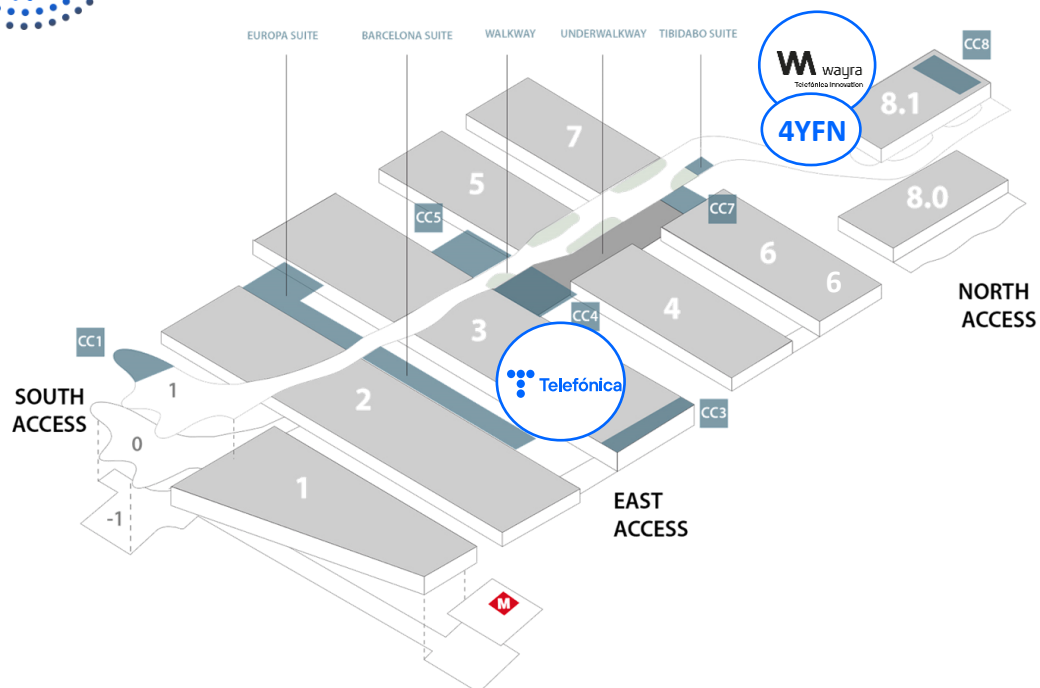
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MOBILE WORLD CONGRESS 2023
BARCELONA, FIRA GRAN VÍA

Join us!



Telefónica's Stand | **Hall 3 – 3K31**
4YFN innovation event | **Hall 8.1 – A41**



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

... and from February 24th to March 4th at our **flagship store in Barcelona**, Plaza Catalunya 16, an additional and free window to the MWC. Check [here](#) all the activities



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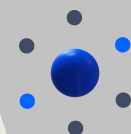
Streamed live in our web
<https://www.telefonica.com/mwc>



+ In our immersive
virtual stand



+ In our **Living App**
in **Movistar Plus+**



Transformation is in our DNA

In a world of constant transformation, and after almost 100 years of history, we have learned that when we connect talent and human creativity, social progress is greater; and to drive this talent, technology becomes a key factor

Telefónica is transforming communication networks into future-ready digital platforms, creating new possibilities tailored to our customers' needs

Our commitment to progress based on innovation, sustainability and inclusiveness only makes sense if we put this technology at the service of all people, everywhere, in any country. Because technology is the tool that allows us to connect better in our daily lives, with our families, customers, businesses

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DEMONSTRATIONS AT OUR STAND | Hall 3 – 3K31

Join us onsite and at our virtual stand!



A GSMA global initiative to transform communication networks into **future-ready platforms**

Exposing network and telco capabilities in an interoperable, intuitive and programmable way via **open standardized APIs** will enable creators of experiences to innovate new applications



5G digital twin applied to an additive manufacturing process, with the aim of improving quality, optimizing processes and decision making in real time

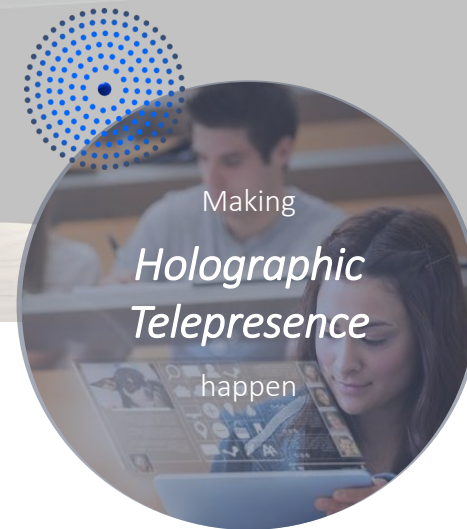


Digitalization of the agricultural sector to help farmers make better decisions to improve production, green sustainability and farm management

Precision farming, smart irrigation and **traceability** by combining connectivity, IoT devices, smart cloud platform, AI and Blockchain



We are a **Metaverse-ready telco**. We take the network to the next level to build new experiences and services that make the arrival of metaverse and web3 new technologies easier for people and companies



Holographic telepresence system made possible by 5G, edge cloud and fibre. Become a 3D avatar and get teleported in real time into a VR scenario or AR application!

And don't forget asking us about *the augmented reality demotour*, the *mmWaves* and our network demos in other booths* !

* GSMA, Qualcomm, Ericsson, Nokia, AWS, Huawei



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+ LIVE DEMOS IN OUR AGORA | Hall 3 – 3K31

See our agenda following

IMMERSIVE
REMOTE
REHABILITATION

REMOTE DIGITAL
TWIN: JOINING
ROBOTICS & 5G

THE NEXT 5G:
STANDALONE &
NETWORK SLICING

5G DRONES,
PRESENT AND
FUTURE

EDUCATIONAL
ROBOTICS: FROM
CONSUMERS
TO DIGITAL CREATORS

CLOUD COMPUTER
VISION, FOR
EVERYONE AND
EVERYWHERE

TRANSFORMING
THE WORKPLACE:
THE ROLE OF AI &
VIRTUAL
ASSISTANTS



 Telefónica

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CONFERENCES IN OUR AGORA | Hall 3 – 3K31

Hybrid format:

Also [Online](#) | in our **web**, our **virtual stand** or **living app** in Movistar+. Live to ask questions, or on demand, to the recorded conferences



Complemented by our presence at the GSMA conferences

TELEFÓNICA'S PARTICIPATION AT THE CONGRESS HERE



AGORA AGENDA HERE

Sessions broadcasted in English and Spanish



MWC2023 – Telefónica's AGORA sessions | Hall3 stand 3K31 or online with live questions

Monday 27th February

11:45 – 12:45 [Creating Developer-Ready Telco Services](#) – Chema Alonso- CDO Telefónica; Mark Evans - Chief Strategy, Development & Alliances Officer, Telefónica; Jason Zander – Executive Vice President, Microsoft; David Carmona – General Manager Strategic Missions & Technologies, Microsoft

13:00 – 14:00 [Open Gateway- Making collaboration with our strategic partners a reality for our networks](#) – David del Val- Director Strategic Innovation, Telefónica; Alex Martins Salgado - VP B2B Vivo Telefónica; Ross Ortega– VP Product Mgmt, Microsoft Azure; Ishwar Parulkar– Chief Tech.,Telec. & Edge Cloud, AWS

14:30 – 15:00 [Immersive Remote Rehabilitation for Multiple Sclerosis \(live demo\)](#) – Vanesa Montoya; Irene Cañizares; Ana María Vega – Innovation Experts, Telefónica

15:30 – 16:00 [Open Gateway - Telefónica's journey towards network softwarization. Exposing network capabilities for future telco services](#) – Cayetano Carbajo – Director at Global CTIO, Telefónica

16.30 – 17.00 [Demotour - Live demos session](#) – Guillermo Bataller, Transformation.& innovation, Telefónica

17:30 – 18:15 [Developing strategies for web3 and metaverse](#)– Daniel Hernández - VP Devices & Consumer IoT; Yaiza Rubio - Chief Metaverse Officer, Telefónica; Hugo Swart, VP & GM of XR Qualcomm.

Tuesday 28th February

10:00 – 10:30 [The next 5G: Standalone \(SA\) and Network Slicing for real use cases \(live demo\)](#)– Juan Cambeiro, Irene Cañizares, Juan J. Rodriguez - Innovation Experts, Telefónica; Tomeu Fiol- CTO, Hoteles Melia

11:00-11:30 – [Presentation of “La Cabina”](#) - PRESS CONFERENCE

11:45 – 12:30 [The smart factory: manufacturing, maintenance, and logistics](#) – Dario Cesena - CEO Geprom, Telefónica Tech Co; Pablo Martin Garcia, Automotive sector lead NTT DATA; Jesús Martín Tello, lead Development for Telecom & Media NTT DATA

13:00 – 13:50 [5G Drones, present and future \(live demos\)](#)– Leticia López; Ángel Alves- Innovation Experts, Telefónica; Lorena Senador-Gomez- Director; Miguel Borja- Telefónica Ing. Seguridad; J. Damián García- Director of Integrity and Security, La Liga

14:15- 14:45 [Remote digital twin: joining robotics and 5G \(live demo\)](#) – Alejandro Alonso Portero; Vanesa Montoya - Innovation Experts, Telefónica; Ignacio Verona –Google Cloud

15.00- 15:30 [Connecting 5G IoT from space worldwide](#) - Juanjo González - Head of IoT connectivity Telefónica Tech; Gianluca Redolfi- CCO Sateliot; Jesús Millón, Head of Strategic Alliances- Telefonica Global Solutions

16.00 – 16.30 [Demotour -Live demos session](#)– Guillermo Bataller, Transformation.& innovation, Telefónica

17:00 – 17:30 [Aristeo – the industrial God of the OT bees for cybersecurity](#) – J. Antonio Cascallana Arroyo - Manager C4IN Cybersecurity Centre, Telefónica Tech

18.00 – 18.30 [Digitalisation of the mining industry: the success of our customers](#) – Pablo Ruiz Sánchez - Country Manager Perú, Andrés Escribano - Industry 4.0 & New Business Director, Telefónica Tech; Klever Morvely – Transformation and Business Relationship Manager at Minera Las Bambas.

Wednesday 1st March

11:00 – 11:30 [Putting open innovation to work: the case of Solar360](#) – Gonzalo Pérez - Wayra Head of Business Dev.; Alberto Cortés - CEO & Cofounder of Ezzing Solar; Guillermo Barth - CEO Solar 360

12:00-12:30 [Sports Centre of the future](#) - PRESS

13:00 – 13:30 [SMEs and the digital today](#)- Begoña Goicoechea Luis- Sales Director SMEs, Telefónica; Xavier Meseguer Casas - President KPsport Group

14:00 – 14:30 [Educational robotics: from consumers to digital creators \(live demo\)](#) – Belén Espejo Gonzalez; Juan María López Rufo - Education experts, Telefónica

15:00 – 15:30 [Smart & sustainable agriculture](#) – Ana Belén Pociña Hijosa – Environment and Human Rights; Paz Revuelta - New Business Manager, Telefónica Tech;

16:00- 16:45 [Latest alliance models to meet Latin America´s connectivity challenges](#) – Alfonso Gómez Palacio, CEO Telefónica Hispam; José Juan Haro Seijas – Director Negocio Mayorista y Asuntos Públicos; Andrea Folgueiras – CTIO; Verena Webber, Head of the Communication Infrastructures and Services Policy Unit, OECD; José Miguel Torres - CEO ON*NET Fibra Chile; Ximena Mora - CEO ON*NET Fibra Colombia; Saúl Kattan – Advisor to Presidency of Colombia President of ECOPETROL

17:00 – 17:30 [Cloud Computer Vision, for everyone and everywhere \(live demo\)](#) - Sergio Sellers – Product Manager, Telefónica; Antonio León – CEO Etiqmedia;

18:00 – 18:30 [Transforming the Modern Workplace: the role of Artificial Intelligence and Virtual Assistants \(live demo\)](#) – Bruno Lago Prieto, Enrique García Lopez – Business Dev. Managers, Telefónica

Thursday 2nd March

10:00 – 10:30 [Telefónica and Unmanned Life: partnering for autonomous solutions in the Security industry](#) - Jorge Muñoz- VP Business & Marketing at Unmanned Life; Marc Ferrer- Business Development, Telefónica; Miguel Borja Cano - Innovation Manager, Telefónica Ingeniería Seguridad

11:00 – 11:30 [5G in Extreme Sports: Sail Grand Prix Cadiz experience](#)– Victoria Aznar, directoria de Marketing del Spain SailGP; Juan Cambeiro, 5G Customer Innovation, Telefónica

CHECK
HERE THE
COMPLETE
AGENDA

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TELEFÓNICA AT 4YFN INNOVATION EVENT | Hall 8.1 – A41



27 start-ups
3 partners



Telefónica's
Activities
@4YFN

Contents

- Fintech & Scale up
- Frontier Tech
- Metaverse & Web3
- Sustainable Impact
- Security
- Innovation for transformation



Morning

Monday, February 27	Tuesday, February 28	Wednesday, March 1
• Champion Games (BCN) • Durcal (TEF V) • Devengo (MAD) • Haddock (BCN) • Monkey (BR)	• Desigual (Partner) • Aworld (Global) • HiperPBX (Hispan) • Qoala (BCN) • Logístiko (OF)	• Hotel Beds (Partner) • Vozy (Hispan) • Zim Connections (OF) • Bit2Me (TEF V) • Unmanned Life (BCN)
• Open Top (Partner) • Hiya (UK) • Borneo (MAD) • VU Security (Hispan) • Hybrico (Hispan)	• Whalebone (GER) • Rever (BCN) • GAMESAFER (BR) • Indya (MAD) • Natif.ai (GER)	• AuraVision (UK) • Ezzing (MAD) • Apollo Kids (Global) • iDoven (MAD) • Gamium (BCN)

Afternoon

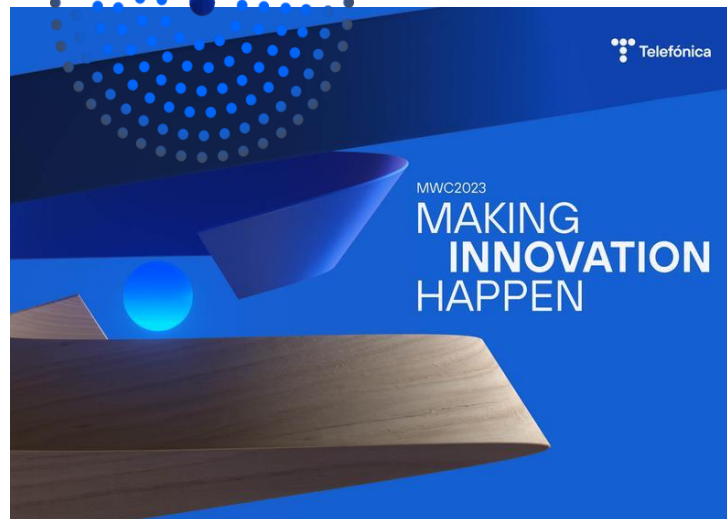
OF: Open Future; TEF V: Telefónica Ventures; Others: Wayra - Country



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TELEFÓNICA'S TRANSFORMATION HANDBOOKS COLLECTION | 2023 EDITION



DOWNLOAD OUR HANDBOOKS





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telefonica.com/mwc