



NOTA DE PRENSA

PRESS RELEASE

TELEFÓNICA LAUNCHES TU GO IN YOUR WEB BROWSER USING WEBRTC

- TU Go now available directly in compatible web browsers for Telefónica customers in the UK, and Argentina, with more markets, including Peru, Mexico and Brazil, coming soon
- No need to download software - the core functionality of a phone is available within the browser allowing for calls and texts to be made as well as access to voicemails
- Telefónica is the first telco in the world to fully launch a browser-based calling product using WebRTC technology

26 February 2015, London. Today Telefónica has announced that its multi-device calling and messaging application, TU Go, can now be accessed directly from within compatible web browsers, removing the need to download an application for desktop use and making cross-device calling and messaging easier than ever. Telefónica is the world's first telco to fully deploy this type of product in a web browser which is available in the UK and Argentina from today with more markets, including Peru, Mexico and Brazil, to follow soon.

Telefónica customers in the UK (O2) and Argentina (Movistar) can simply access TU Go by visiting: <http://go.tu.com> from their browser and enter their existing TU Go login details, or by registering for a new account with their mobile number. There's no need to download any software or plug-ins, aside from a compatible web browser. TU Go for Web currently works best on Chrome and Firefox, but other browsers should also be compatible soon.

The TU Go for Web organises texts and calls around conversations, so users can check all of their texts, view a timeline of outgoing and incoming calls and even access their voicemails from within a web browser, or simply switch from once device to another. The service also gives people the ability to continue their conversations directly from the browser, sending and receiving texts in real time.

For those 'multi-chatters' who like to have numerous conversations going on at once, the TU Go for Web interface allows for up to five conversations to take place in parallel, meaning there's no need to open and re-open conversations. Due to the fact the the service collects relevant data from the Telefónica network, rather than from a person's phone, the core functionality of a phone is available across devices, making the whole experience seamless. Contacts can be synced from an existing Google account so that contact names and photos are easily available without having to remember a number.

This launch adds further credibility to Telefónica's WebRTC credentials having acquired the Silicon-Valley-based TokBox in 2012. The use of WebRTC technology for TU Go on desktop represents a significant evolution in TU Go's user experience making connections between friends, family and co-workers easy and completely unified.

For more details on **Telefónica @ MWC 2015** go to our Booth: Hall 3 Stand 3J20

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TU Go was first launched in 2013 in the UK with Argentina following last year.

Jorge Serna Pozuelo, TU Go Director of Products at Telefónica commented: "The way in which we communicate is continuing to change and it's our job as a leading Digital Telco to ensure that our customers have access to the very best digital services and experiences.

"When we first launched TU Go in 2013, the aim was to give our customers a connected experience that is reliable, simple and seamless - no matter what device they are using. By taking the lead and putting TU Go directly into the browser we are simplifying cross-device connectivity even further for our customers helping them to stay connected regardless of where they are or what they are doing.

"And this is just the start...with this new WebRTC functionality we open up a world of future potential for TU Go that moves beyond just making calls and texts – watch this space."

About Telefónica

About Telefónica Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. With its best in class mobile, fixed and broadband networks, and innovative portfolio of digital solutions, Telefónica is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth. The company has a significant presence in 21 countries and a customer base of more than 316 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy. Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima and Buenos Aires.

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