

PRESS RELEASE

In collaboration with the start-up participated by Wayra, YBVR

TELEFÓNICA AND MISS CAFFEINA PERFORM MUSIC AT THE EDGE, THE FIRST 360 VIDEO IMMERSIVE MUSICAL EXPERIENCE WITH EDGE COMPUTING TECHNOLOGY

- **The Virtual Reality experience used Edge Computing technology that processes data at the edge of the network that allows a high performance experience.**
- **Attendees had an exclusive preview of Miss Caffeina's concert for the TV show Movistar+ Sessions in 360° video format.**

Madrid, July 1st 2019.- Telefónica and Spanish band Miss Caffeina combined music with technology in Music At The Edge, an initiative of Telefónica's Global Innovation area that allowed over 100 people to live an immersive 360° video music experience using Edge Computing technology.

Music at the Edge involved streaming a concert by Miss Caffeina recorded in 360° video format for the musical TV show Sesiones Movistar+, using Virtual Reality glasses.

As David del Val, director of Core Innovation at Telefónica, said: "new video formats such as 4K, 8K, and VR/360° video are becoming a reality. Telefónica wants to be at the forefront of technology, which means not only developing new services and video contents but also being prepared to satisfy the expected demand for these new formats. That is why we have begun to transform our network, committing to virtualisation and cyberconnectivity with our OnLife Networks project, in which today's event is framed".

This experience, made possible in collaboration with Wayra's startup YBVR (Yerba Buena VR), is based on Edge Computing, which provides the flexibility, scalability and efficiency of the Cloud while allowing low latencies and high performance by processing data closer to where it is created, instead of sending it over long distances across the network. This technology, combined with Virtual Reality and the recording of Miss Caffeina's concert, has allowed attendees to enjoy an immersive experience in an innovative format.

In order to make the experience possible, YBVR and Movistar+ previously recorded the concert by Miss Caffeina that will be broadcast on Sesiones Movistar+, the TV show presented by Arturo Paniagua combining live music and interviews.

This experience is one of the steps Telefónica to explore the opportunities offered by Edge Computing in different fields such as live collective entertainment experiences bringing music to new unexplored places.