

Telefónica I+D: Competitiveness, differentiation and foresight

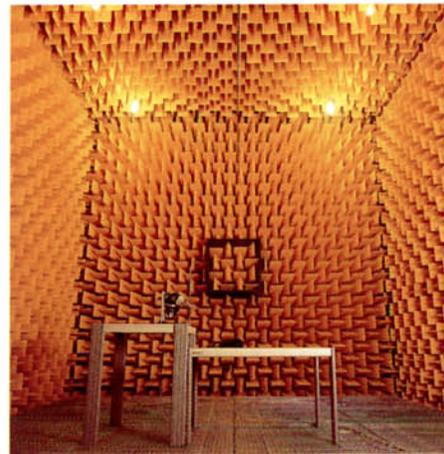
Telefónica Investigación y Desarrollo, the Telefónica R&D subsidiary, increased its research and development activity by 35% in 1998, its 10th anniversary year. **Telefónica I+D** has contributed to the competitiveness of the **Group** companies by making available differentiated products in anticipation of market trends.

Among these are the new interactive services, and the platforms for providing them based on **Telefónica's** new **IP Network**, as well as customer care systems, telephone cost-control for customers, and new personal card facilities.

Novel solutions designed to increase market share have also been developed for **Telefónica Móviles**, **Telefónica Data**, **Telefónica Multimedia** and **Vía Digital**.

Telefónica's research and development activities have also focused on developing methods to increase

Telefónica I+D has increased its research and development activity by 35%.



competitiveness by making the most cost-effective use of infrastructures, such as the new systems for the management of operation and conservation, traffic and interconnection, and operation of the access network.



Telefónica de Argentina

