PRESS RELEASE

TELEFÓNICA PRESENTS NEW SOLUTIONS WITH ARTIFICIAL INTELLIGENCE FOR THE CORPORATE SEGMENT

- **The new Movistar Living Apps allow companies and all types of organisations to develop exclusive home experiences for Telefónica customers.**
- **LUCA Suite, a new solution that enables algorithm training process automation, joins the portfolio of services aimed at companies in sectors such as retail, tourism and transport.**

Madrid, 16 October 2019.- Telefónica presents today new Big Data & Artificial Intellegence (AI) based products and services for the corporate segment in its third edition of the [LUCA Innovation Day](), its data and AI unit for the corporate sector. Under the slogan "Artificial is Natural", Telefónica brings together a large number of companies and public and private organisations at its headquarters in Madrid to demonstrate how Big Data and AI help to improve operational efficiency and increase revenue thanks to the new user experiences that these technologies can create.

"Thanks to the transformation promoted within Telefónica with the use of Artificial Intelligence, we can now share our knowledge with our corporate clients by helping them build their own Artificial Intelligence and create experiences on one of our great pillars: our customers' homes", says Chema Alonso, Chief Data Officer at Telefónica.

Among the great new solutions presented by Telefónica at this event are the Movistar Living Apps, a firm commitment by the company to open up its technology ecosystem in its clients' homes so that companies and organisations can create unique experiences such as the one developed by football team Atlético de Madrid for its fans.

The Movistar Living Apps are applications that run through the different Telefónica devices that customers have in their living room under a HaaC (Home as a Computer) model. The apps developed allow an improved user experience as they run simultaneously through multiple devices such as the television, router or Movistar Home, the smart device for the home that incorporates in all its functionalities Aura, Telefónica's digital assistant, allowing the user to also manage these apps with voice.

One of the companies that has committed to this ecosystem is the Spanish tourism giant Globalia, with its airline Air Europa. Jose Carlos Díaz Lacaci, Director of Transformation for the Globalia group, points out: "joining the Movistar Living Apps project is a step further towards improving the customer experience that we consider to be key in the transformation process in which we are immersed. In particular, we offer Air Europa's nearly 12 million customers the ability to book their flights or select their seats by voice commands, simply and without having to leave the comfort of their sofa. In addition, applying artificial intelligence will allow us to customise the customer's trip according to their preferences and in real time".

Telefónica is already working with new partners, and will progressively expand the range of new customer home experiences with multiple Movistar Living Apps proposals in areas such as sports, online purchases and travel.

Artificial Intelligence for all sectors

Another new proposal presented by Telefónica during the LUCA Innovation Day is LUCA Suite, an AI solution that allows greater quality and efficiency in Big Data projects thanks to the automation of the algorithmic model training process, which enables to launch projects in a much more agile way and at a lower cost.

The LUCA Suite joins other renewed solutions with greater AI capabilities targeting multiple sectors. "Regardless of the sector, companies are already aware of the impact that the use of Big Data and Artificial Intelligence technologies has on their business", highlights Elena Gil, CEO of LUCA. "Now is the time to scale up the adoption of these technologies and take full advantage of the capabilities they provide, and at LUCA we have an extensive portfolio of services to accompany our customers in their transformation process".

Attendees at the event will have the opportunity to test other solutions such as LUCA Comms, which allows companies to optimise their call centre and communications resources; as well as other solutions aimed at the industrial, and logistics sector, tourism, transport, retail, advertising and the financial sector.

More information about LUCA and the LUCA Innovation Day event
www.luca-d3.com
https://lucainnovationday.luca-d3.com