

Press release MWC 2022

Telefónica opens its MWC stand in the metaverse



- The company enriches its presence at the Mobile World Congress with a temporary representation of its stand in the metaverse that will allow to enjoy a virtual and unprecedented experience of its participation in Mobile.
- If in the previous edition Telefónica presented a digital twin, this year it launches a proposal that will offer users the possibility of visiting the demonstrations present in the stand with a greater degree of realism, convene meetings with experts and follow all the sessions that will be held in the Agora.
- Meetings with experts will take place via video calls within this temporary metaverse.
- This pilot experience proposes a space to discover the potential of technologies such as 5G, Big Data, Internet of Things or Artificial Intelligence and to know in more detail the transformation proposals with which Telefónica attends the MWC.

Barcelona/Madrid, February 27, 2022.- Telefónica, a company with innovation in its DNA, is experimenting with a stand associated with the metaverse during the Mobile World Congress (MWC) being held in Barcelona between February 28 and March 3. This test allows access to a virtual space inspired by the physical stand where users can connect with experts, attend presentations, and enjoy an unprecedented experience to discover the impact of technological innovation in business and society.

It is a full-scale virtual space with a social layer where attendees can tour the Telefónica stand at the MWC in the form of an avatar. It will be available for mobile and web (PC, tablet, etc.) through the link <https://metaverso.telefonica.com/>, as well as on the

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microsite dedicated to the company's participation in the MWC, <https://www.telefonica.com/en/mwc/>.

In the last edition, in a context marked by the pandemic and the desire to connect remotely with the MWC, Telefónica presented a twin or digital stand to facilitate access to the wide range of services, solutions and applications of the company. This 2022, following the innovative and non-conformist vocation of the company, Telefónica goes further with this enriched proposal, in the form of a virtual stand that eliminates physical and temporal barriers for all those who want to enter this temporary metaverse.

A pilot virtual experience

To enjoy this experience, users will be able to choose from ten predefined avatars before entering the booth. Once inside, they will be able to walk around the space and define their experience in real time.

In the Agora area, they will enjoy live or recorded talks. They will also be able to access the different areas that bring together the sector transformation proposals that Telefónica is bringing to Barcelona. There are six different experiences, four also present in the physical stand and two additional ones included exclusively in this virtual environment. Visitors can walk through them and, above all, they can interact or click on the "Let's talk" button (icon speech bubbles at the bottom right) to arrange an appointment, which can be joined by three other attendees, with an expert who will answer their questions. These meetings with experts will take place via video calls within this temporary metaverse.

In addition, users can test their technological knowledge with interactive tests or learn about smart buildings, the future of industry or robotics and 5G thanks to the additional information collected in the [11 transformation digital handbooks](#) in which the company collects the success stories of its technological and digital proposals in sectors such as tourism, health, education, sports, or leisure.

"The 3D web allows us to bring the metaverse closer to all users in an easily accessible format, without losing the freedom of socialization, exploration or interaction that it offers. This is a step to scale in parallel to the technologies that will populate the mainstream metaverse in the coming years, virtual and mixed reality", says Edgar Martín-Blas, CEO of Virtual Voyagers, the company that developed the project for Telefónica together with Somos Experiences.

For more information: [Telefónica at MWC 2022](#)

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