

Press release MWC 2022

## Movistar Centre to be the showcase in Barcelona of the Mobile World Congress



- Telefónica, Samsung, Xiaomi, Oppo, Honor and Xbox are going to present their new products simultaneously at Fira Barcelona and at the Movistar flagship store in Plaza Catalunya.
- Visitors will be able to learn about new mobile devices or proposals in areas such as Gaming, 5G or Digital Home.
- This exhibition will be open for free at Movistar Centre from February 28<sup>th</sup> to March 12<sup>th</sup>.

**Barcelona, February 18, 2022.** From February 28<sup>th</sup> to March 3<sup>rd</sup>, Barcelona will host the 2022 edition of the Mobile World Congress. During the celebration in the city of the event, Movistar Centre in Plaza Catalunya is going to offer a special program to bring the latest mobile technology developments presented at the Congress. This exhibition is going to be open for free for everyone until March 12<sup>th</sup>.

Telefónica and the main phone brands and sector leaders will exhibit a selection of their new products at the same time of their presentation at the Mobile World Congress. With the initiative 'A window to the Mobile World Congress', people will be able to peek into the congress and see live the latest on tablets, smartphones and other devices from Samsung, Xiaomi, Oppo, Honor or Xbox.

**Telefónica, S.A.**

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Each brand will have exclusive exhibition areas in Movistar Centre, with specialized staff to explain the features and innovations of each new product, also developing technological tests to show the performance of each device.

Telefónica will broadcast live through a giant screen the presentations and round tables that will take place in the Agora of its stand at the Mobile World Congress. They will address topics related to 5G, tourism, drones, cybersecurity or blockchain, given by more than 30 experts.

In the Digital Home area, users will be able to learn about the features of services such as Smart WiFi to get the best connectivity, enjoy content of Movistar Plus+ in VR through Oculus devices, receive recommendations on Movistar Plus+ through Aura, make video calls from Movistar Home, or use the Living Apps of Rakuten, TikTok Extra or Fornite. The Living Apps are personalized applications integrated into Movistar Plus+ that offer a new consumption experience from the television.

With Xbox Game Pass, gamers will be able to experience the possibilities of Movistar connectivity, both at home through the optical fiber and on mobility thanks to 5G. They will also be able to participate into a competition with the DIRT 5 game that will take place at same time with players from different locations. And, in addition, on the afternoon of March 1, streamers SugusSusana and LazyPopa will visit the space.

In addition, there will be a space dedicated to 5G Movistar where visitors can learn about the benefits of the fifth generation of mobile communications and know some case studies developed by Telefónica with this technology.

Samsung will launch a challenge with exclusive prizes during its participation in the initiative 'A window to the Mobile World Congress'. With the aim of highlighting the connectivity of its devices, and taking advantage of the communication of its latest campaign with Galaxy S22 Series 'Break the rules with Samsung', the company will launch a challenge to its followers: be the fastest to solve a puzzle to get incredible prizes.

Xiaomi España activation will be based on the creation of a modern pop up in the space, in which elegance and technology will be breathed from every corner. The latest smartphones from Xiaomi's Redmi Note 11 series will be innovatively mixed with products from the brand's connected ecosystem, resulting in an interconnected and technological space, offering an unparalleled user experience. It will also feature activities where you can win exclusive Xiaomi prizes and gifts.

OPPO will showcase its latest releases both smartphones and IoT devices. During the exhibition will offer users the opportunity to learn about the latest news of the brand and live unique experiences. Design, technology and innovation in the palm of your hand. In addition, through the discovery of its products users will be able to participate, through social networks, in the draw for their most premium smartphone and get their hands on "The power to live it all".

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HONOR will display its technological potential by bringing users the brand's new products, including the foldable HONOR Magic V, HONOR 50 - which stands out for its simultaneous recording function - and some of the launches that the company will announce at the Mobile World Congress.

Chema Casas, general director of Telefónica in Catalonia, said: "This year we will open a window that will allow everyone to see what is happening at the Mobile World Congress to bring the latest technological innovations to the people. We have managed to bring together the main leading manufacturers in this sector at the Movistar Centre in Plaza Catalunya to showcase their latest developments in this space while they are presented to the professionals attending the Congress. In the same way, we will also transfer live to this exhibition the activity developed in the stand of Telefónica at the mobile congress".

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

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