

Press release MWC 2023

Movistar Centre in Barcelona brings the Mobile World Congress closer to the public

- Telefónica, Samsung, Xiaomi, Oppo, Xbox and Niantic (Pokemon Go) will present their new products simultaneously at the fairgrounds and at the Plaça Catalunya venue.
- Visitors will be able to find out what's new in mobile terminals or proposals in areas such as Gaming, 5G or Digital Home.
- With virtual reality glasses, citizens will access to a recreation of Telefónica's physical stand at the MWC and will take a tour of all its demos with the support of a virtual guru.
- From 24 February to 4 March, interested parties will be able to visit the Mobile World Congress free of charge from the Movistar Centre.

Barcelona, 24th February 2023. – From Monday 27 February to Thursday 2 March, Barcelona will host the 2023 edition of the Mobile World Congress, the industry's largest telecommunications trade fair organised by the GSMA. Coinciding with the world congress on technology and mobility, the Movistar Centre in Plaça Catalunya will offer a special programme to bring the latest developments in mobile technology presented at the congress to the public. This free exhibition will be open to the public from Friday 24 February until Saturday 4 March.

Telefónica and the main telephone manufacturers and leaders in the sector will simultaneously exhibit a selection of the new products they will be taking to the Mobile World Congress. With the initiative 'A Window on the Mobile World Congress', the public will be able to get a glimpse of the latest tablet, smartphone and other devices from Samsung, Xiaomi, Oppo, Xbox and Niantic, developer of the popular augmented reality game Pokémon Go.

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

Telefónica will broadcast live on Movistar Plus+ 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 technology and use cases for healthcare or education, digital transformation of industry, services in agriculture or security, among others.

Telefónica, S.A.

Dirección de Comunicación Corporativa

email: prensatelefonica@telefonica.com

telefonica.com/en/communication-room/press-room/

The Immersive Experience space will recreate Telefónica's physical stand at the Mobile World Congress in the AltSpaceVR virtual environment. Through the Meta Quest goggles, users will be able to access this virtual space, attend presentations by the company's experts, see the five demonstrations that Telefónica will present this year and interact with other avatars or resolve doubts with a guru.

With Meta Quest, immersive virtual reality glasses, users will be able to play goal-stopper in #LaCasadelFútbol, explore the universe of the artist Okuda San Miguel, access unpublished 360° and multi-camera audiovisual content, or learn about the company's products and services in the Movistar showroom shop.

They will also be able to enjoy a sample of the best Movistar Plus+ entertainment with a giant replica of the iconic La Resistencia sofa or a space dedicated to LaLiga.

With Xbox Game Pass and Movistar Riders, video game fans will be able to experience the possibilities of Movistar connectivity, both at home via fibre optics and on the move thanks to 5G. The space also features an XXL replica of the famous Xbox Elite Series 2 wireless controller.

Samsung will once again open the doors of a WOOOW space, where you can discover the new Samsung Galaxy S23 Series and all the possibilities they offer with the connectivity of their devices.

OPPO will present its new device, with which it has redefined the concept of flip-style foldable devices: the OPPO Find N2 Flip. Among other features, this compact device stands out for having the largest external vertical screen on the flip market with which, together with the camera of a flagship, it is presented as the best option for taking selfies. In order to put this and other qualities of the flip to the test, those attending the OPPO showroom will also be able to participate in an interactive game with a guaranteed gift.

Once again, Xiaomi Spain will be actively present in this initiative with an experiential space in which to get to know, touch and discover in first person the novelties of its new series of high-end phones: "Your masterpiece", whose camera will take centre stage. With this new space, Xiaomi Spain elevates the shopping experience for users by offering the perfect combination of technology, innovation and design at the highest level.

NBA All-World will visit Barcelona! Niantic's new hit game will be part of the exhibition area on floor 0 of the Movistar Centre. At the NBA All-World booth, players will have the opportunity to try out Niantic's latest real-world basketball game, as well as join in-game challenges to win prizes.

Chema Casas, General Manager of Telefónica in Catalonia, said: "This year, we will once again open the doors of the Movistar Centre in Plaça Catalunya to the public so

Telefónica, S.A.

Dirección de Comunicación Corporativa

email: prensatelefonica@telefonica.com

telefonica.com/en/communication-room/press-room/

that they can see in real time the latest technological developments presented at the Mobile World Congress. We have managed to bring together the main leading manufacturers in this sector at the Movistar Centre in Plaça Catalunya to showcase their latest developments in this space while presenting them to the professionals attending the Congress. In the same way, we will also bring the activity carried out at Telefónica's stand at the Mobile World Congress to this exhibition".

For more information: [Telefónica at MWC 2023](#)

Telefónica, S.A.

Dirección de Comunicación Corporativa

email: prensatelefonica@telefonica.com

telefonica.com/en/communication-room/press-room/