

Press release MWC 2023

Telefónica strengthens its Innovation and Talent Hub with 'LaCabina', its new technology inspiration center

- This 100% digital native space is integrated into Telefónica's Innovation and Talent Hub to continue turning the company's headquarters into a cutting-edge ecosystem of technology and new digital proposals.
- Located in the East Building 1 of Telefónica District, it has an area of 2,000 square meters in which more than 180 technological experiences are deployed in constant evolution.
- Aimed at the business and institutional environment, it incorporates real cases with developments that in many cases will not be commercialized for another two years.

Madrid, 28th February 2023. – Telefónica has presented today at the Mobile World Congress 'LaCabina', its technological inspiration center for the digital transformation of companies and public administrations. This new space is integrated into Telefónica's Innovation and Talent Hub, which thus continues to grow to enhance the technological and cutting-edge ecosystem that the company is shaping at its headquarters, Distrito Telefónica.

'LaCabina' offers a first-class technological environment that brings the latest advances in digitalization to companies in different sectors and activities. It is based on the concept of a telephone booth, an icon of the company and of society, where people communicated and exchanged ideas.

With its 2,000 m², this space has the largest demonstration area of Telefónica, with more than 180 fully operational scenarios with which to show the most relevant technologies in digitization, such as cloud, IoT, artificial intelligence (AI), Big Data, blockchain or cybersecurity. Solutions that include in many cases advances that are two years ahead of what is now being offered in the market. Here the technology is embedded in the space itself from its origin and has a multi-sector and multi-service scope.

To facilitate the operation of the deployed solutions, 'LaCabina' has state-of-the-art audiovisual assets that include more than 40 kilometers of deployed cable and more than 300 million pixels between all the screens in the center.

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'LaCabina' is also equipped with the newest technologies thanks to 5G mobile and fiber optic network capabilities. A dedicated network is deployed exclusively for space with a SA (StandAlone) environment, mid- and millimeter-band radio, and cutting-edge features such as Network Slicing.

In addition, the space is compartmentalized to be multifunctional, divided into several areas. These include: an agora, a virtual set, hybrid classrooms, training environments and virtual reality content production, work rooms and sectorial environments. In these locations the visitors can view in an immersive and interactive way the latest technological advances in strategic sectors such as industry, education and healthcare.

The facilities can also host multiple events with partners, meetings with analysts, training sessions and workshops with customers and Wayra's startup ecosystem.

"We have created 'LaCabina' so that organizations and institutions can learn first-hand about the latest technologies, participating in pilot projects where they can see how these advances materialize in real applications. We offer them innovation that becomes tangible," says Agustín Cárdenas, director of business transformation at Telefónica Spain.

LaCabina' is constantly evolving and seeks to maximize the experience of each visit, so it has a series of predefined technological routes/itineraries grouped according to the main areas of interest like: Industry, Smart Retail, People, Education, Security, Smart building or Smart cities.

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

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