

Press Release



ATLÉTICO DE MADRID

Telefónica and Atlético de Madrid are using Navilens' smart signage to improve accessibility at the Riyadh Air Metropolitano Stadium

- The startup Navilens is the winner of the first edition of Open Connect, the global open innovation competition organized by Atleti Lab and Telefónica.
- A jury composed of Atlético de Madrid executives and company representatives selected the winning proposal from among more than 100 entries.
- The initiative will enhance the fan experience through a smart signage system available in 41 languages, strategically placed at key locations throughout the stadium and its museum, allowing visitors to explore one of Europe's most modern stadiums on their own.

Madrid, June 9, 2026 – Navilens is the winner of the first edition of Atleti Lab Open Connect powered by Telefónica, a global open innovation competition aimed at finding innovative solutions in the areas of sustainability, accessibility, and inclusion.

The three finalists in the initiative (Navilens, Asteroid Technologies, and Cute Circuit) participated in an event held at “LaCabina,” Telefónica’s technology hub. They were selected from more than 100 applications submitted from around the world by a jury composed of executives from Atlético de Madrid and Telefónica, the club’s technology partner.

The Spanish startup Navilens proposes installing more than 100 QR codes in the stadium that allow users to instantly access information about their surroundings using their smartphones. These state-of-the-art codes do not require users to stop, move closer, or focus; they can be scanned from a great distance and even while in motion.

This cutting-edge technology will enable the Riyadh Air Metropolitano to “communicate” with fans from the moment they arrive at the stadium. With signage that eliminates uncertainty and the need for third-party assistance, the smart system offers a digital welcome in 41 languages, and thanks to long-range detection, it ensures complete independence for visually impaired fans as well as tourists.

QR codes that function as instant audio guides will be located at strategic points throughout the stadium, such as the various entrances, restrooms, and the museum’s digital exhibits. This will allow visitors to interact with the trophies and jerseys on display at the Atlético de Madrid Museum, accessing accessible, multilingual information on their own.

Telefónica, S.A.

Dirección de Comunicación Corporativa
email: prensatelefonica@telefonica.com
telefonica.com/es/sala-comunicacion/

This is a groundbreaking solution that is of great interest to the general public, but especially to people with visual impairments. The solution will become a reality for Atlético de Madrid fans over the course of the upcoming season.

René Abril, Director of Technology and Digital Development at Atleti Lab, states: “We are wrapping up the first edition of Atleti Lab Open Connect, delighted by the incredible talent of the participating companies. Applications came in from all over the world, and the high quality of the proposals made it very difficult to choose a winner. I would like to thank Telefónica, as the club’s technology partner, for its support of this initiative in the areas of sustainability, inclusion, and accessibility.”

Leonor Ostos, Director of Product and Service Development at Telefónica Spain, notes: “At Telefónica, we have taken on the clear challenge of becoming the best gateway for citizens to access digital technologies. Initiatives like Atleti Lab Open Connect allow us to drive innovation and transform everyday spaces into more accessible, smart, and sustainable environments”.

Through this initiative, part of the first edition of the Open Connect competition, Atlético de Madrid and Telefónica are reaffirming their shared commitment to responsible innovation and sustainable transformation, promoting solutions that generate real value for people and the planet.

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