

Press Release

Telefónica provides immersive and accessible technology for the new museum space in Bermeo



- The company is providing connectivity, equipment and digital content for the new museum dedicated to Bermeo's local traditions, a project spearheaded by the town council.
- The project combines technological innovation, accessibility and the digitisation of cultural heritage.

Madrid and Bilbao, 23 June 2026- Telefónica, through its Telefónica Tech business unit, has acted as a technology integrator in the development of the new museum space promoted by Bermeo Town Council, designed to preserve and promote the culture, traditions and main tourist attractions of the fishing village.

This municipal project forms part of Telefónica's aim to become the primary gateway for citizens, businesses and public administrations to digital technologies, by promoting innovative solutions that facilitate a more accessible, immersive and enriching relationship between people and their environment.

In this context, Telefónica has been responsible for the technological integration of the space, providing connectivity, equipment -touchscreens, laser projectors, multimedia players, dedicated PCs and audio systems- and the development of the digital content that shapes the visitor experience.

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Technological innovation applied to heritage

The museum, located in a building near the town hall, offers a range of experiences designed to bring local history and culture to life in an interactive way.

“Kings, pirates, pilgrims and influencers” provides an interactive timeline that allows visitors to explore Bermeo’s historical milestones through images and micro-stories in Basque, Spanish, English and French.

It also features an audiovisual space showcasing the town’s cultural, maritime and festive heritage, with subtitled videos on maritime devotion, the natural environment and celebrations such as San Juan, San Ignacio and San Juan Degollado.

The immersive experience “241 steps” offers a 360° virtual tour of the climb up to San Juan de Gaztelugatxe, combining free navigation, touch interaction, narrated audio and ambient sound.

Accessibility and digital inclusion

The project has been designed with accessibility in mind, featuring multilingual content, subtitles and adapted audio systems, thereby facilitating access for a diverse audience and reinforcing the aim of offering more and better services to citizens through technology.

Through initiatives such as this, Telefónica is making progress in its commitment to becoming a more innovative and competitive company, capable of leading the development of digital solutions in various fields, including the cultural sector.

Its participation in this project in Bermeo highlights its commitment to the digitisation of heritage, the development of tourism and the creation of unique experiences that connect technology with local identity.

About Telefónica

Telefónica is one of the world’s leading telecommunications service providers. The Company is committed to tackling the undeniable challenge of providing citizens, businesses and public administrations with the best way to access digital technologies, helping to drive economic and social development in the countries where it operates. Telefónica offers fixed and mobile connectivity, as well as a wide range of digital services for both residential and business customers. With more than 297 million customers, Telefónica is focused on four key markets: Spain, Brazil, Germany, and the UK.

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