



Developing strategies for web3 and metaverse

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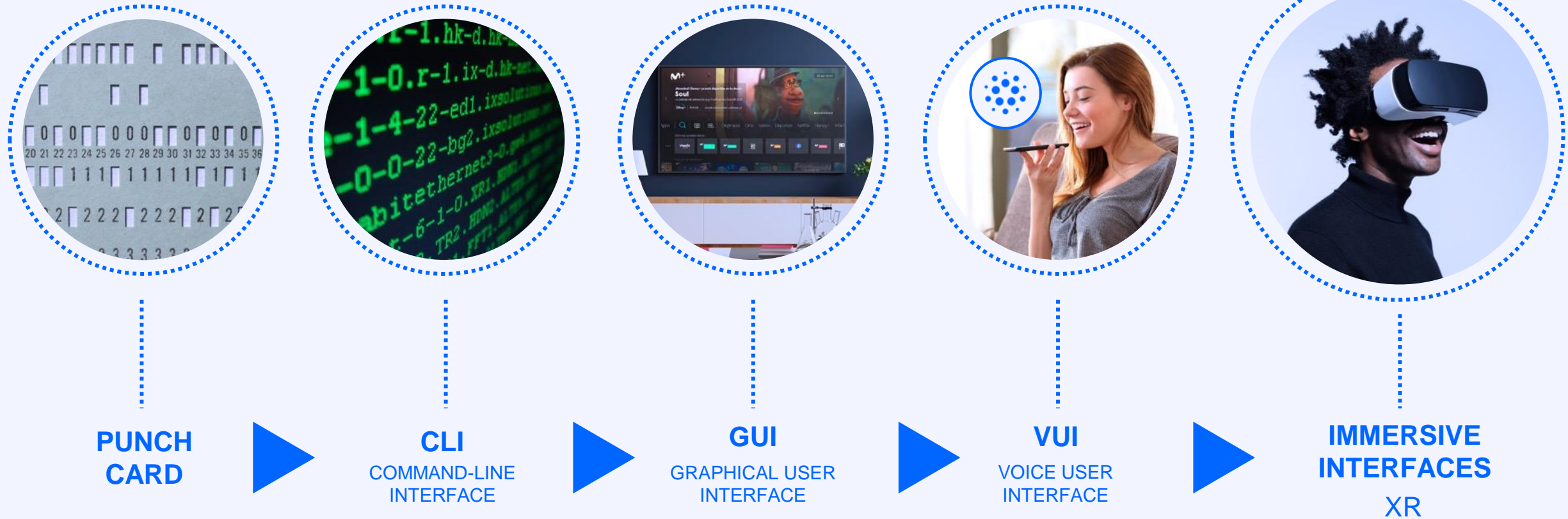
MAKING
THINGS
HAPPEN

It's time to level up

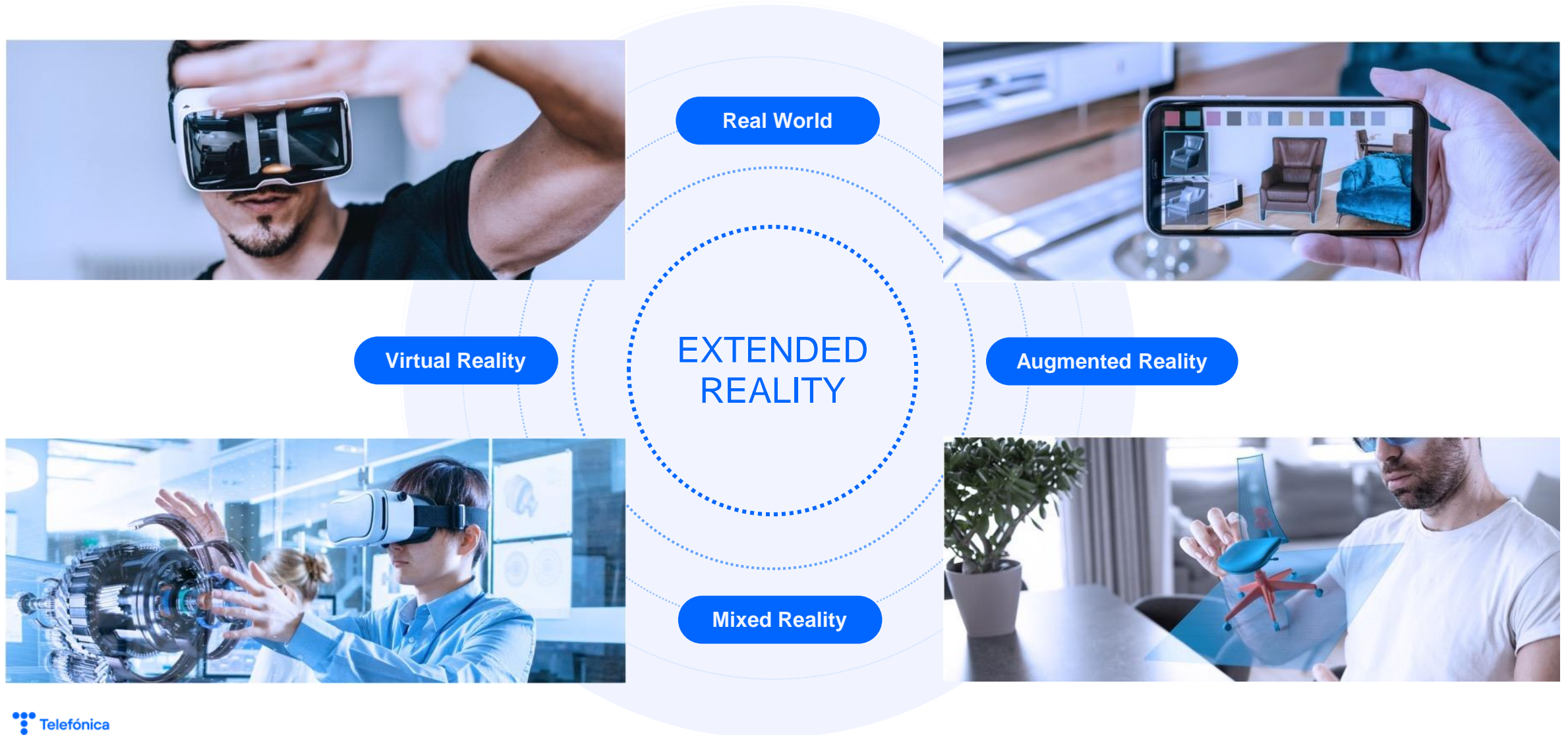
The revolution of web3 and metaverse



Designing a future where people connect better



XR in everyday life and business



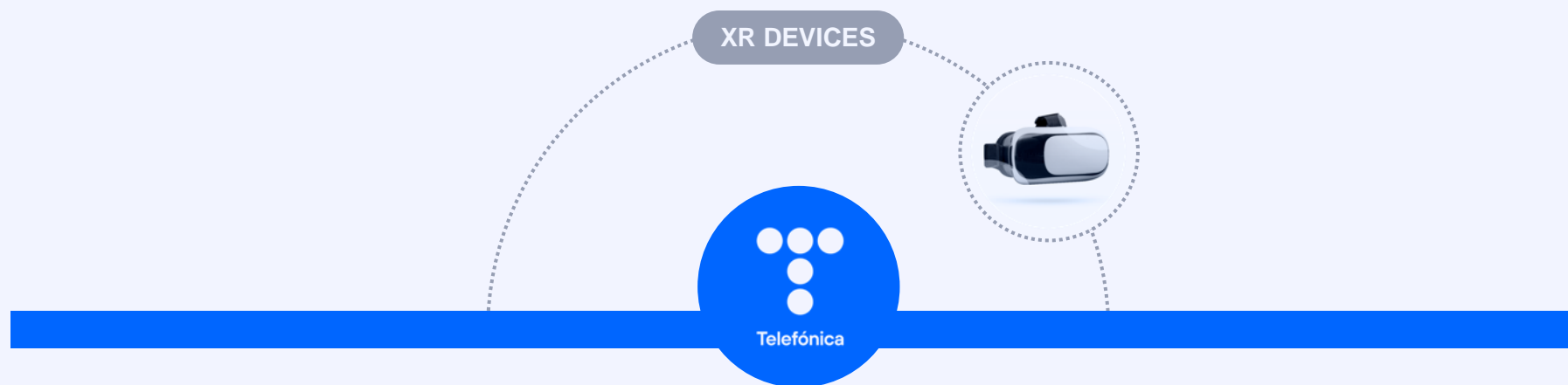
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Metaverse Partnership Framework

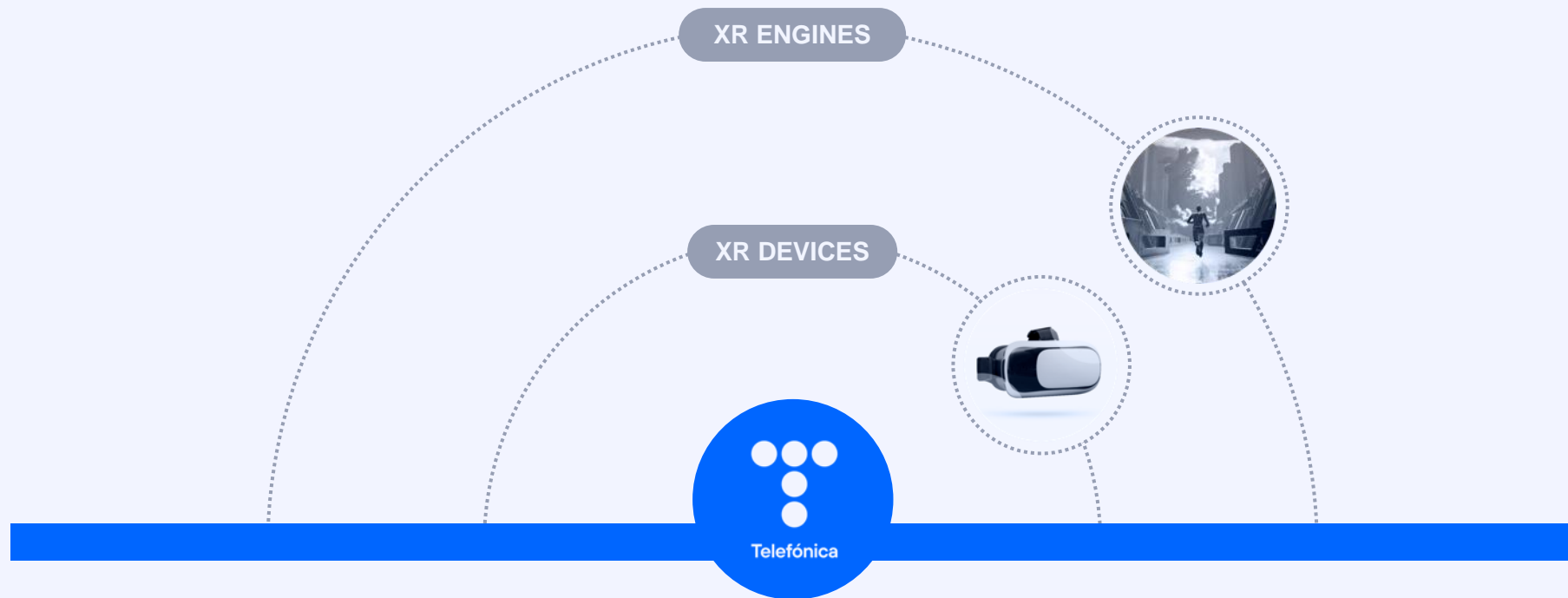


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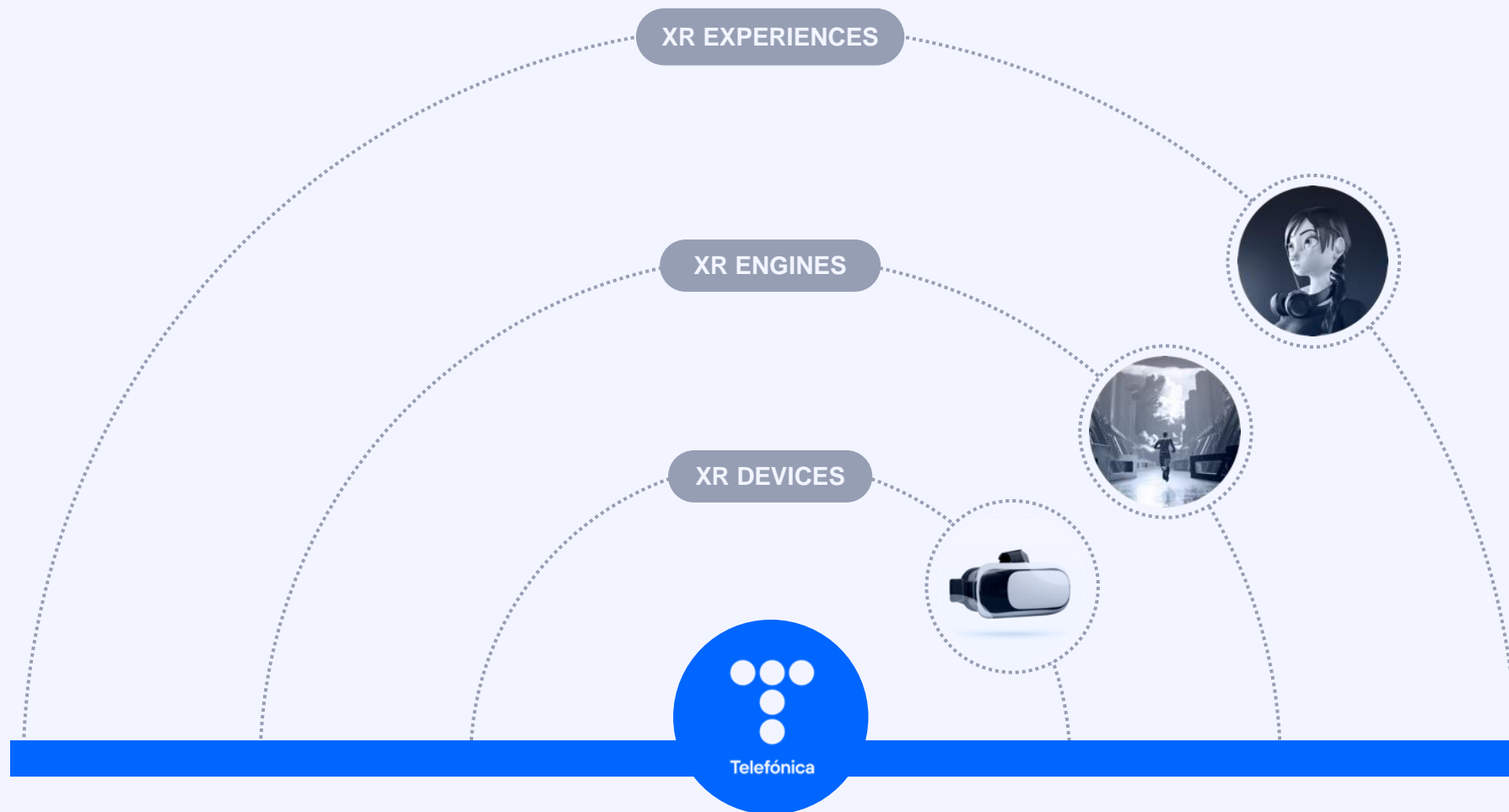
Metaverse Partnership Framework



Metaverse Partnership Framework

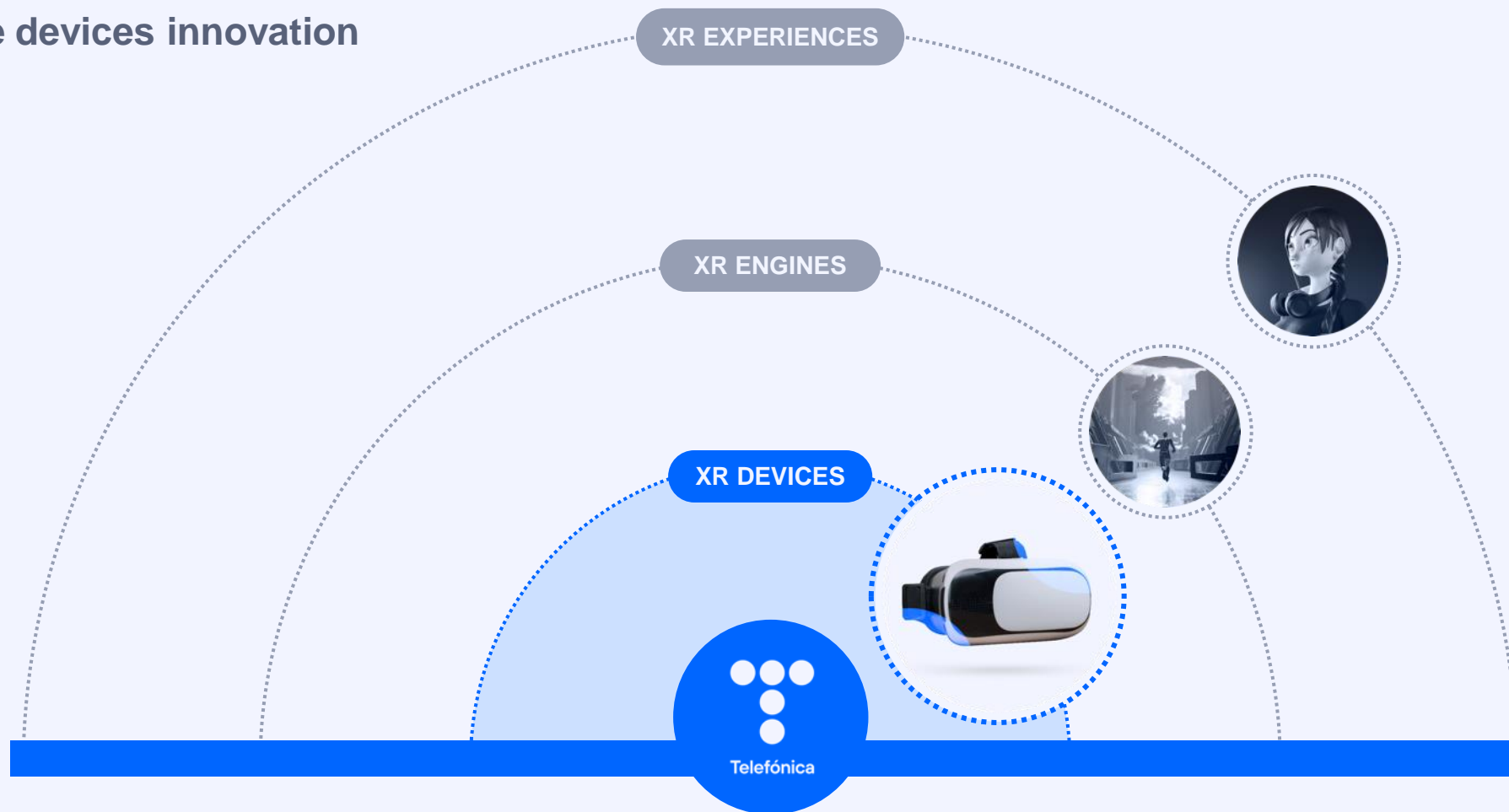


Metaverse Partnership Framework



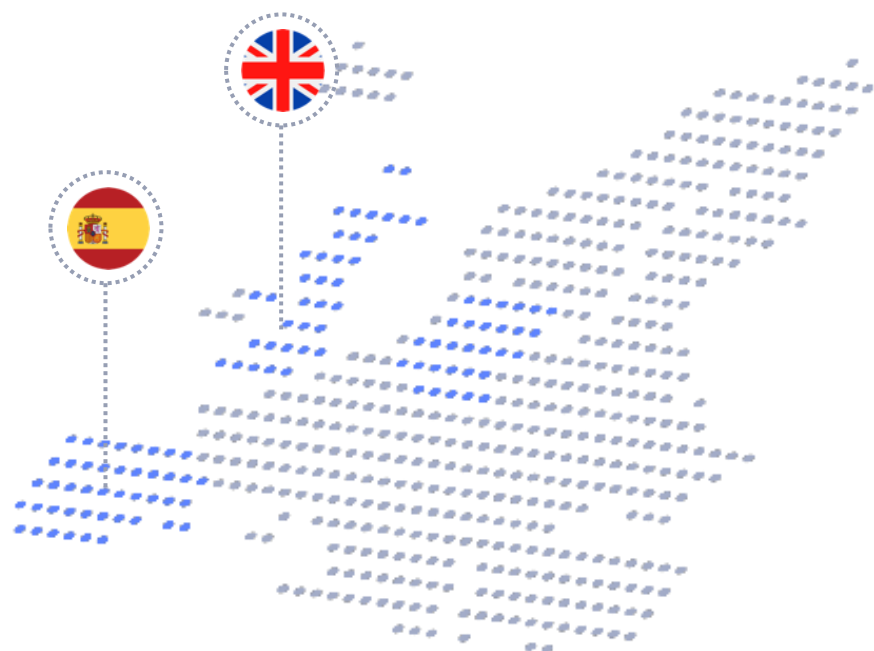
Metaverse Partnership Framework

Unstoppable devices innovation



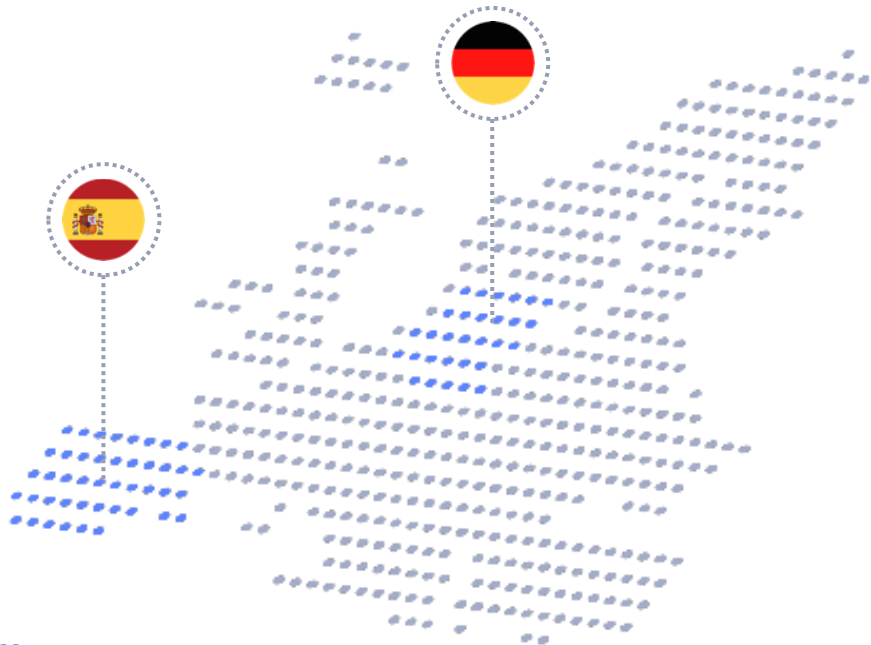
Bringing XR devices to our customers

Meta Quest 2



Bringing XR devices to our customers

Pico 4



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Building the future together

Hugo Swart

VP & GM DE XR QUALCOMM

Qualcomm



Network scale: How to grow XR device sale?



Network scale: How to grow XR device sale?



Accelerate innovation to improve customer experience in XR



USER UNDERSTANDING

Perception algorithms to understand user using eye, head and body tracking.



BATTERY LIFE

One full day use



DISTRIBUTED PROCESSING

Enabling smaller form factors.



ENVIRONMENT UNDERSTANDING

Using AI and perception algorithms to understand environment.



FIELD OF VIEW

Wide camera FOV matching VR.



LOW LATENCY

New image processing pipeline means superior immersiveness.



INTERACTIVITY

Real interactivity with virtual and physical objects using Hand Tracking.



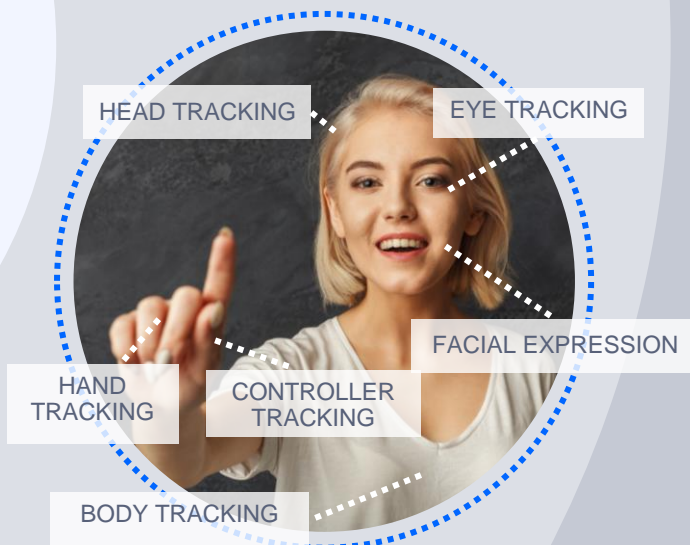
Helping developers to innovate in immersive experiences



Snapdragon
spaces

User & Environment
Understanding

Technology and
Innovation



OpenXR.



Open, cross-device
XR ecosystem

OEM



Pathfinder

Developers-first
Platform



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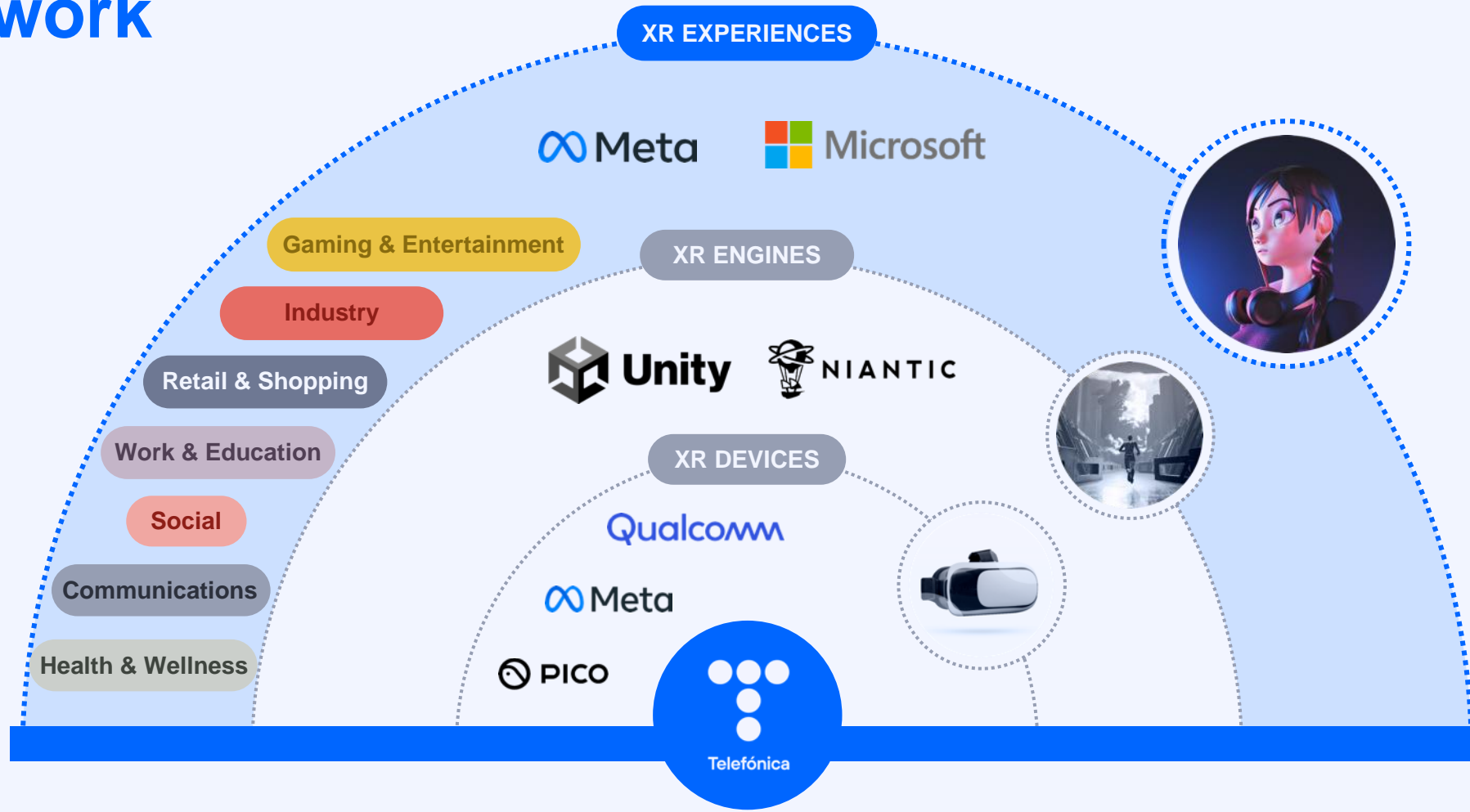
Metaverse Standards Forum

A constellation of standards



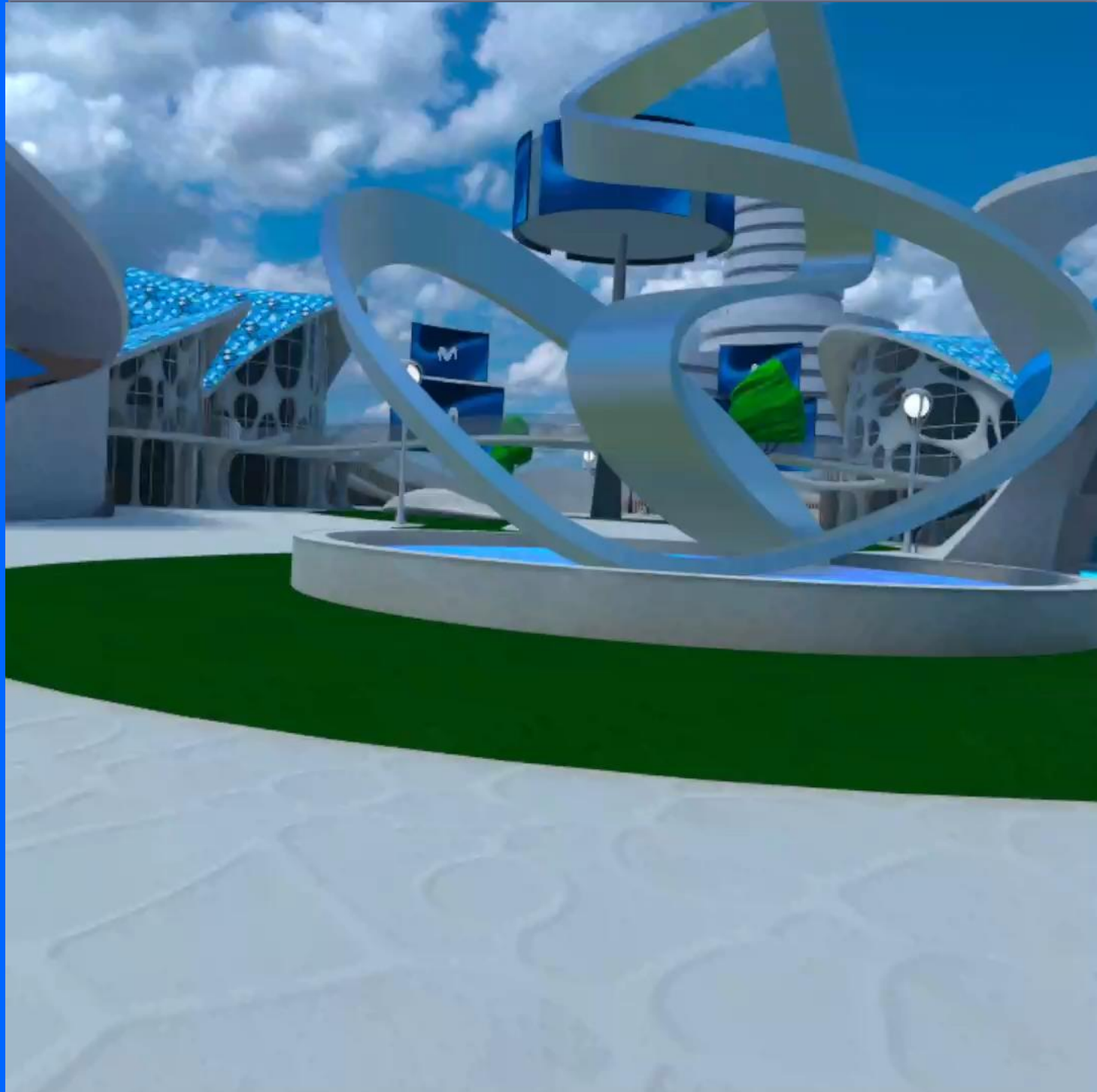
And many more...

Metaverse Partnership Framework



Expanding our experiences

- Innovation ADN
- Testing a new relation model with our customers
- Movistar Experiencia Inmersiva: retail, entertainment and brand engagement
- Principles for good technology



Enhance customer shopping experiences



Virtual Reality Showroom
Movistar Experiencia Inmersiva



Augmented Shopping
Movistar Physical Flagships

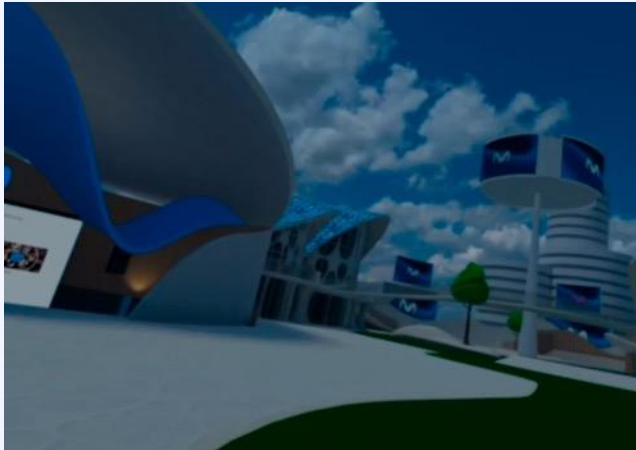
An immersive connection with our costumers



Augmented Shopping
Movistar Physical Flagships

Virtual Reality Showroom
Movistar Experiencia Inmersiva

XR retail activation



Virtual Reality Showroom
Movistar Experiencia Inmersa



Augmented digital activation
Movistar Physical Flagships

A bigger way of entertainment



Innovating the TV Experience
Movistar Plus+ VR



Immersive Musical and Sports contents
Movistar Experiencia Inmersiva

Expand the limits of TV



Live Musical and Sports contents
Star Experiencia Inmersiva

Innovating the TV Experience
Movistar Plus+ VR

Get closer to the action

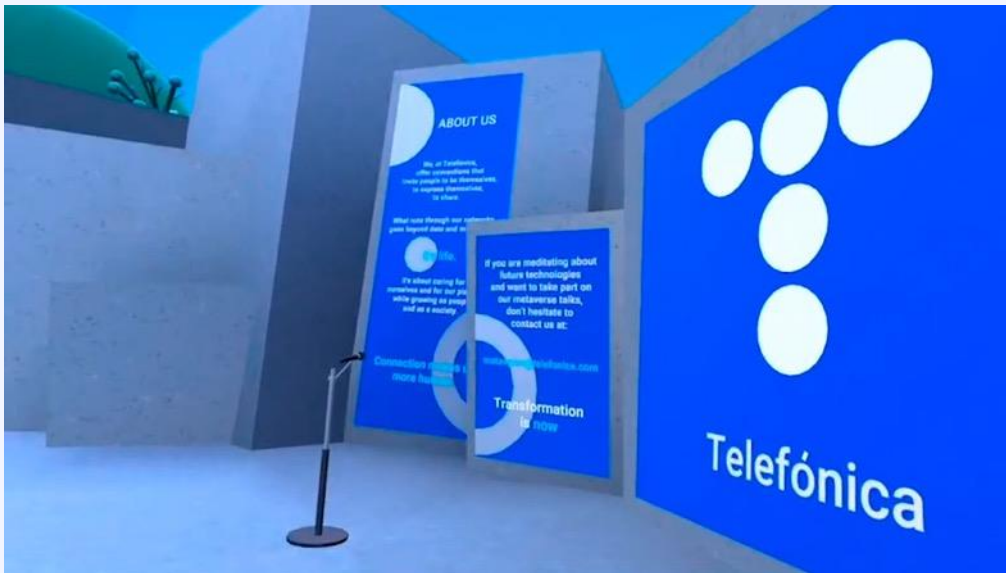


Innovating the TV Experience
Movistar Plus+ VR

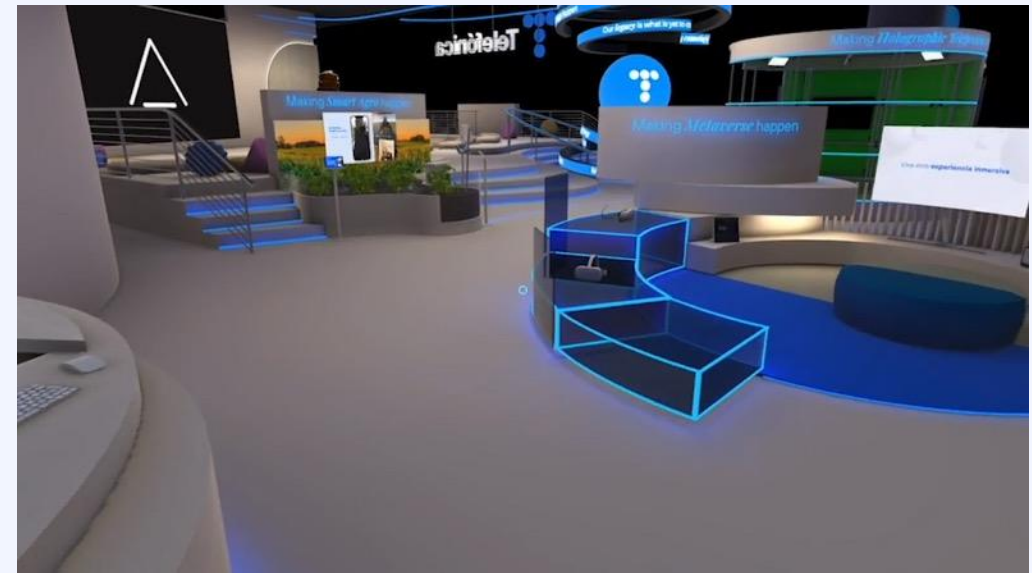


Inmersive Musical and Sports contents
Movistar Experiencia Inmersiva

Explore, play, create



Two worlds to play and create in **Horizon**



Immersive Events in **AltspaceVR**

New ways to socializing



Live Events in **AltspaceVR**

Two worlds to play and create in **Horizon**

Connect with a true sense of presence



Two worlds to play and create in



Immersive Events in **AltspaceVR**

Raising the level of people connections



VR Videocalls
Metacalls, Movistar Experiencia Inmersiva



Holographic Videocalls
Matsuko

Never miss a call



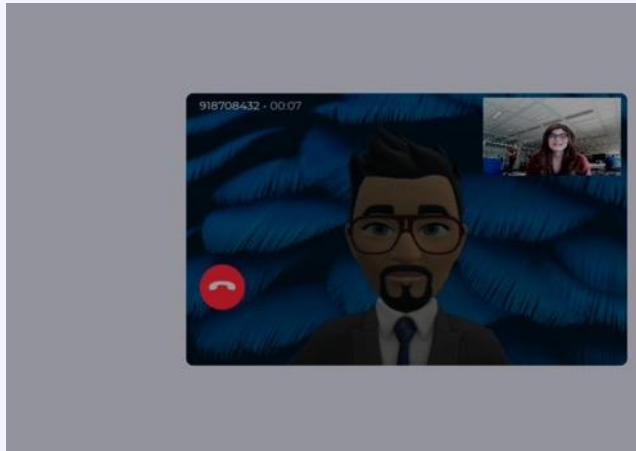
VR Videocalls

Metacalls, Movistar Experiencia Inmersiva



olographic Videocalls
Matsuko

Experience holographic presence



VR Videocalls
Metacalls, Movistar Experiencia In



Holographic Videocalls
Matsuko

VR for Health

VR Therapy, a new way of rehabilitation.

Social exercise and engage with motivating games.

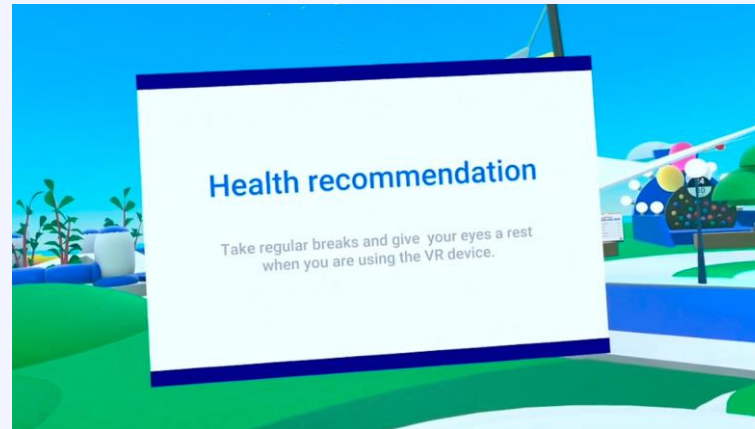


Multiple sclerosis rehabilitation in VR
Hospital de La Princesa, La Frontera VR

Ethical by design



Reducing digital divide and
improving accessibility
with Aura by voice



Health recommendations
notifications



Manage screen time
with Smart WiFi

Improving accessibility



Recommendations
ations



Manage screen time
with **Smart WiFi**

Reducing digital divide and
improving accessibility
with **Aura by voice**

Digital wellbeing



Reducing digital divide
improving accessibility
with Aura by voice

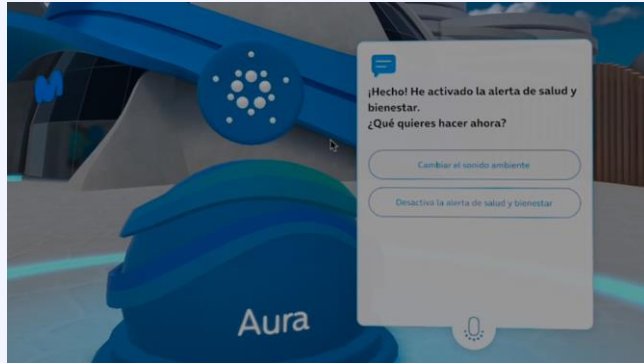


Health recommendations
notifications



Manage screen time
with **Smart WiFi**

Digital wellbeing



Reducing digital divide and improving accessibility with **Aura by voice**



Health reco with screentime



Manage screen time with **Smart WiFi**

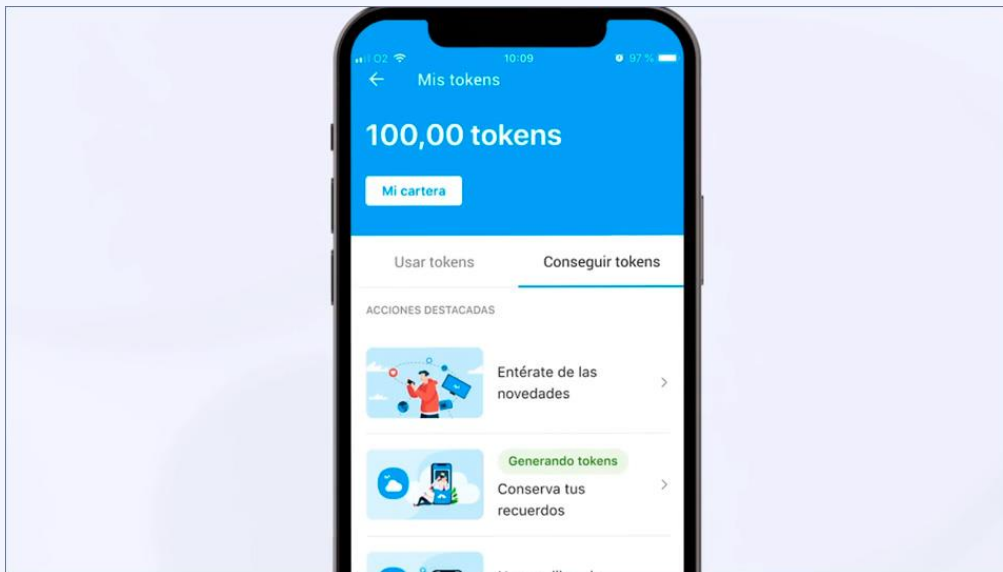
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How we are working in web3

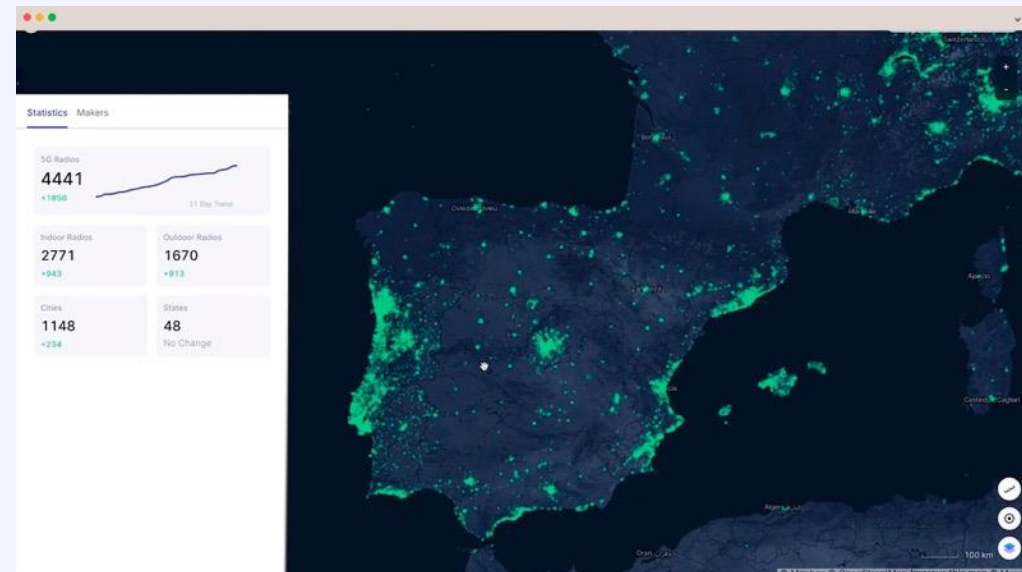
- New incentive methods
- New ways of governance by smart contracts
- Make safe digital assets for our costumers
- Protect identity and ensure security
- Sustainable technology



New ways to earn



Building loyalty
Tokens de Movistar



Decentralized networks
Novalabs



Tokenization for loyalty programs

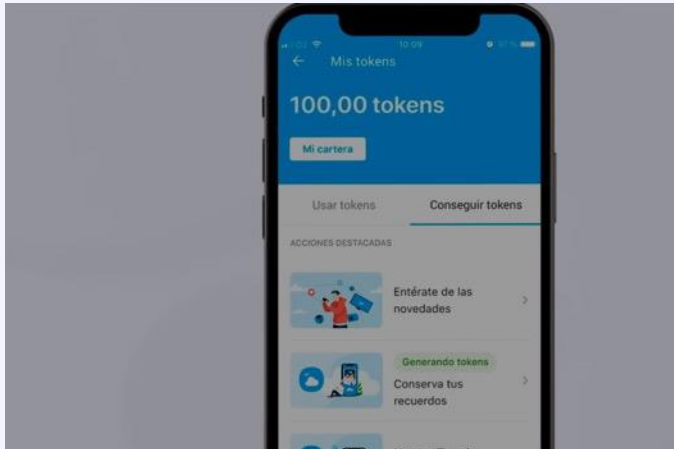


centralized networks
Novalabs

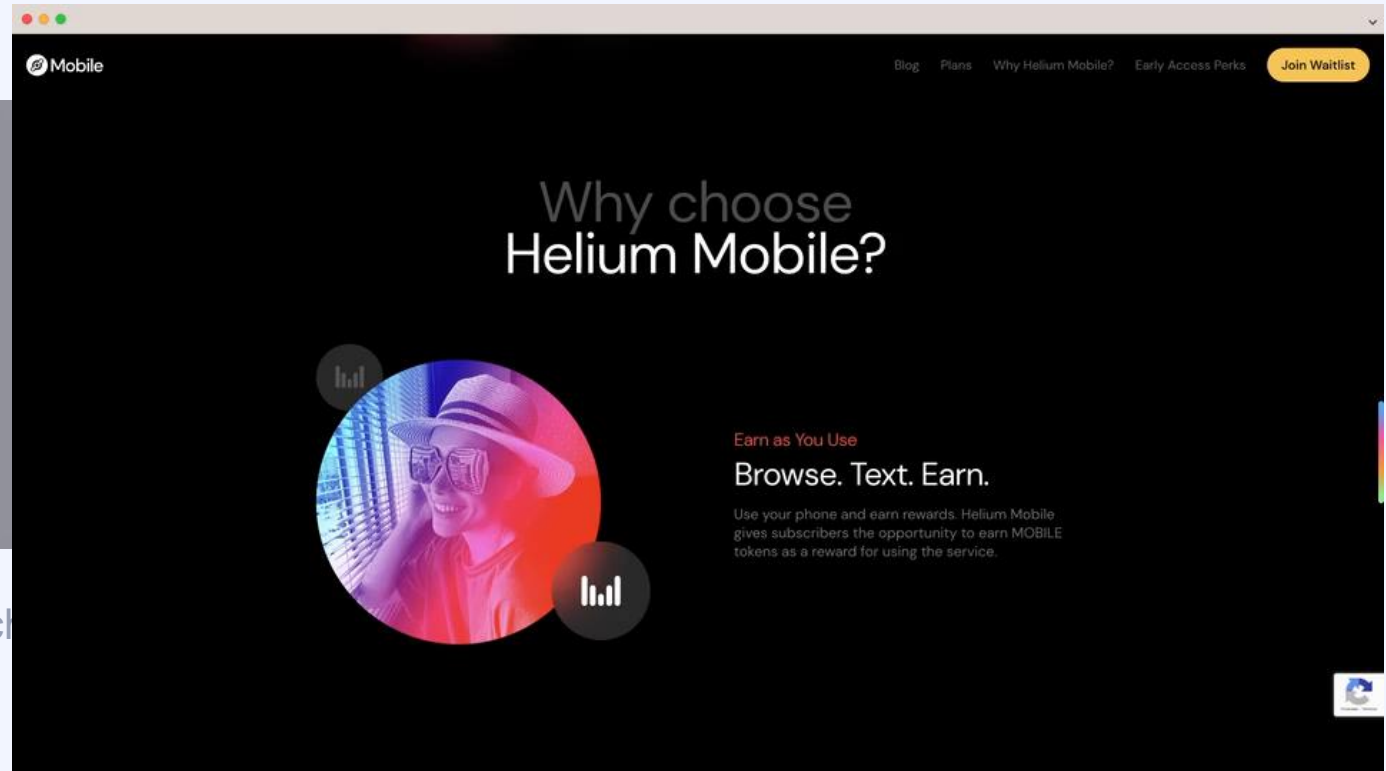
Building loyalty with
Tokens de Movistar



The future of incentivized networks



Building Loyalty with Blockchain
Tokens de Movistar

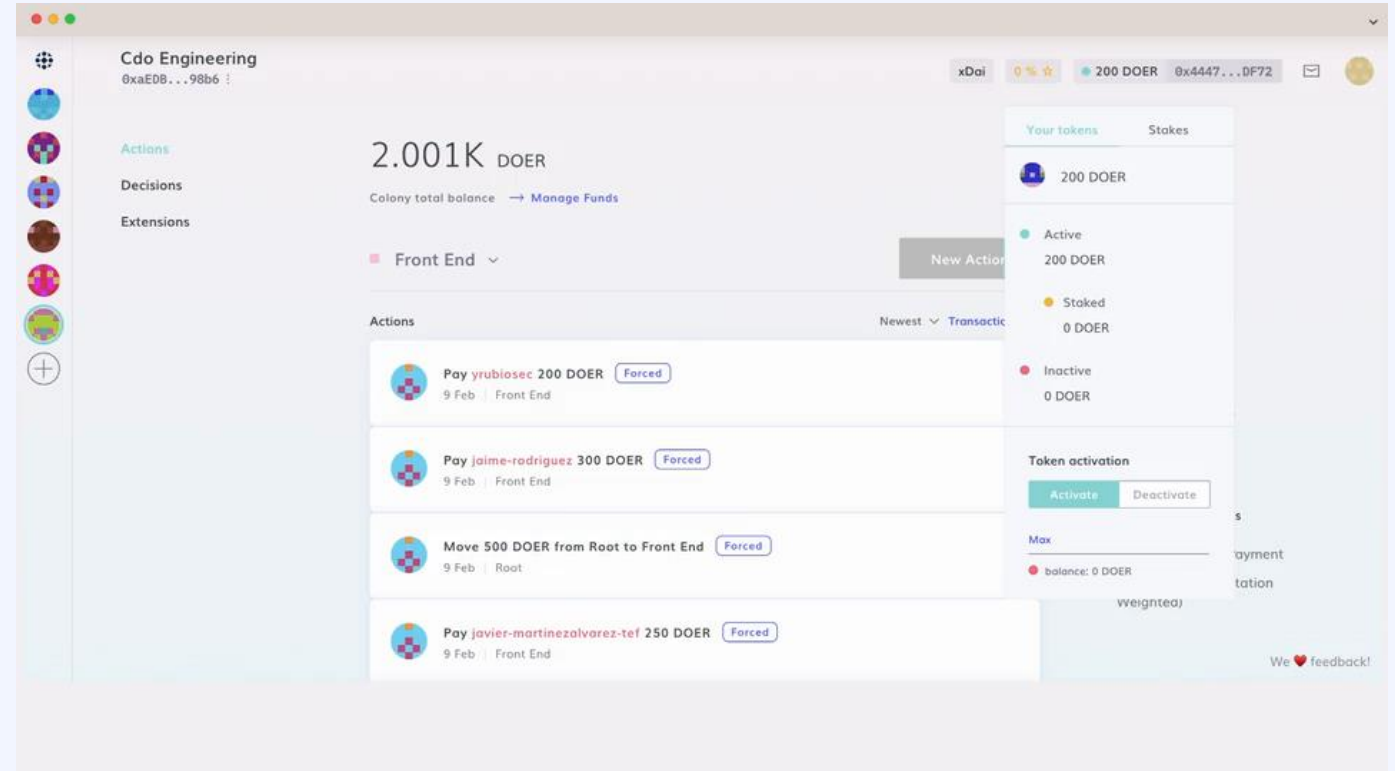


Decentralized networks
Novalabs

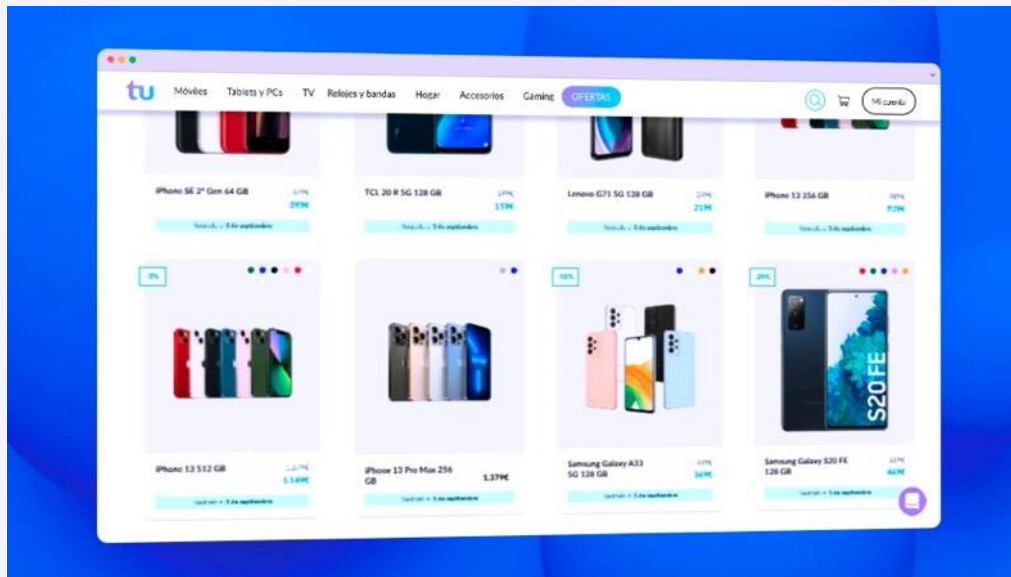
Building organizations together

DAO Governance Models:

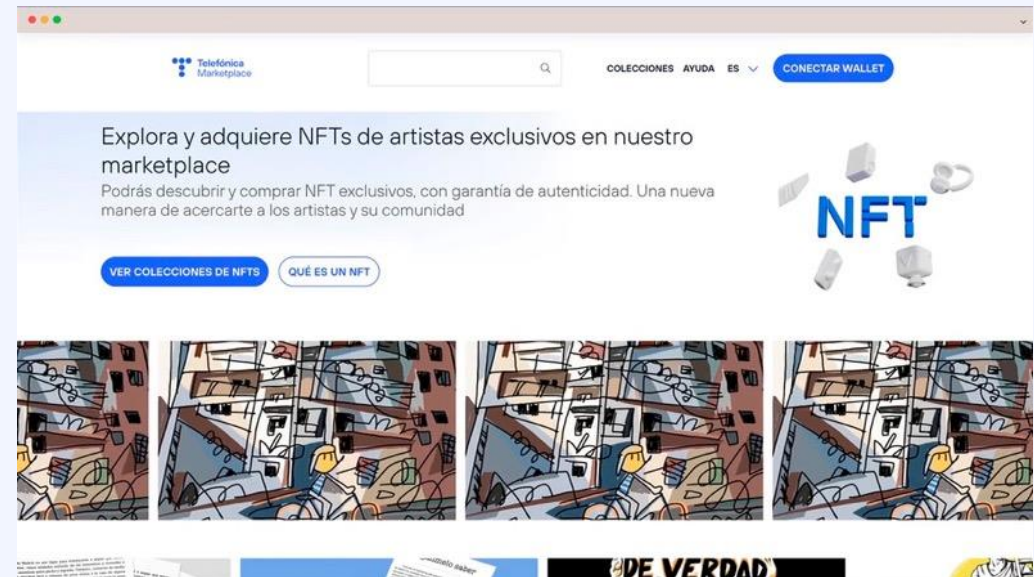
- Decentralized decisions
- New ways of work



Bringing digital assets reliably

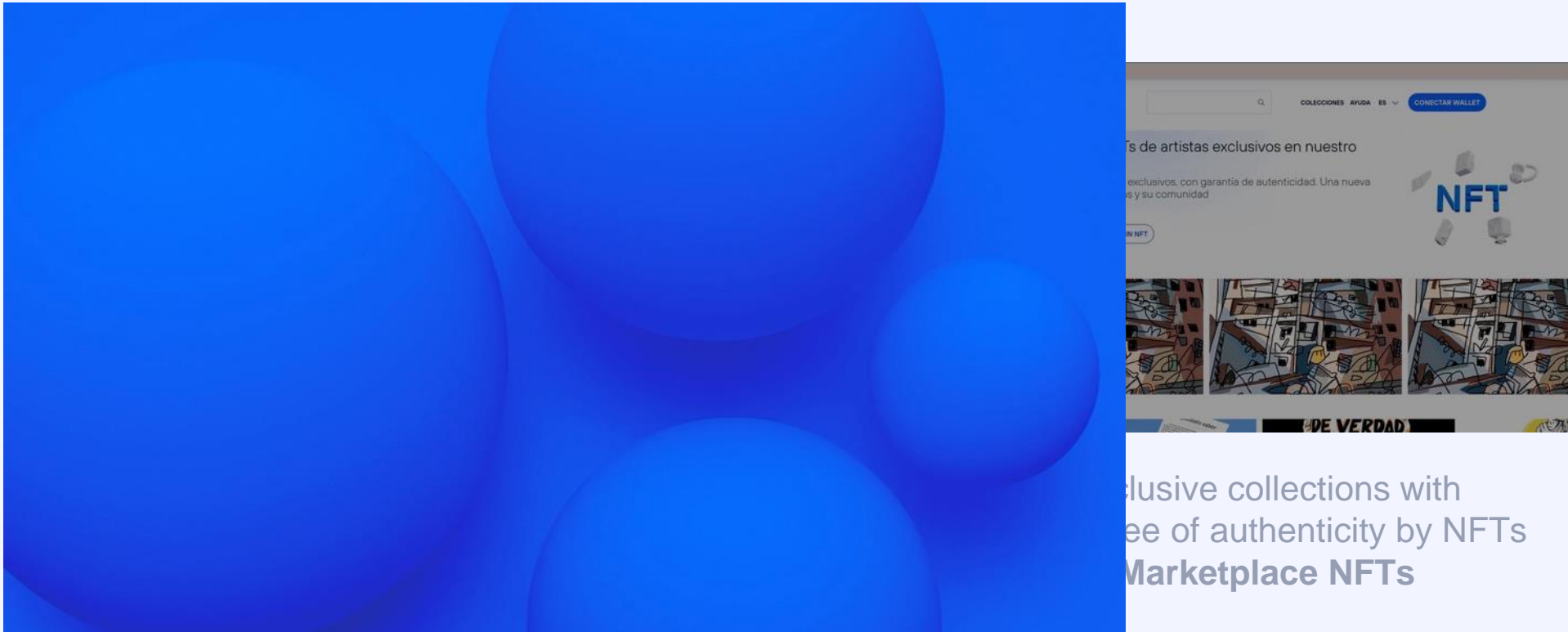


New way of purchasing
with criptos
Bit2me & Tu.com



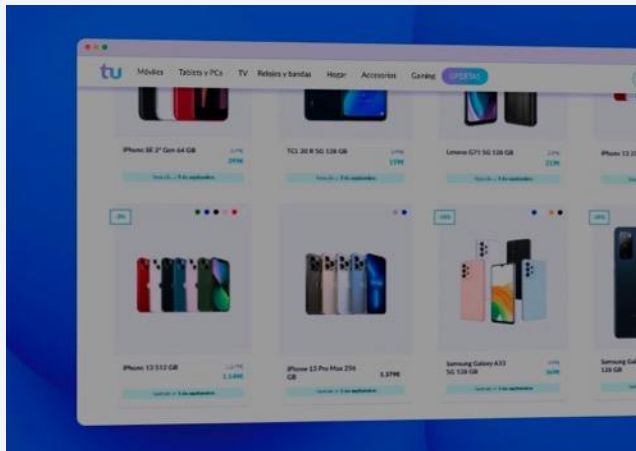
Exclusive collections with
guarantee of authenticity by NFTs
Marketplace NFTs

Towards a digital exchange economy

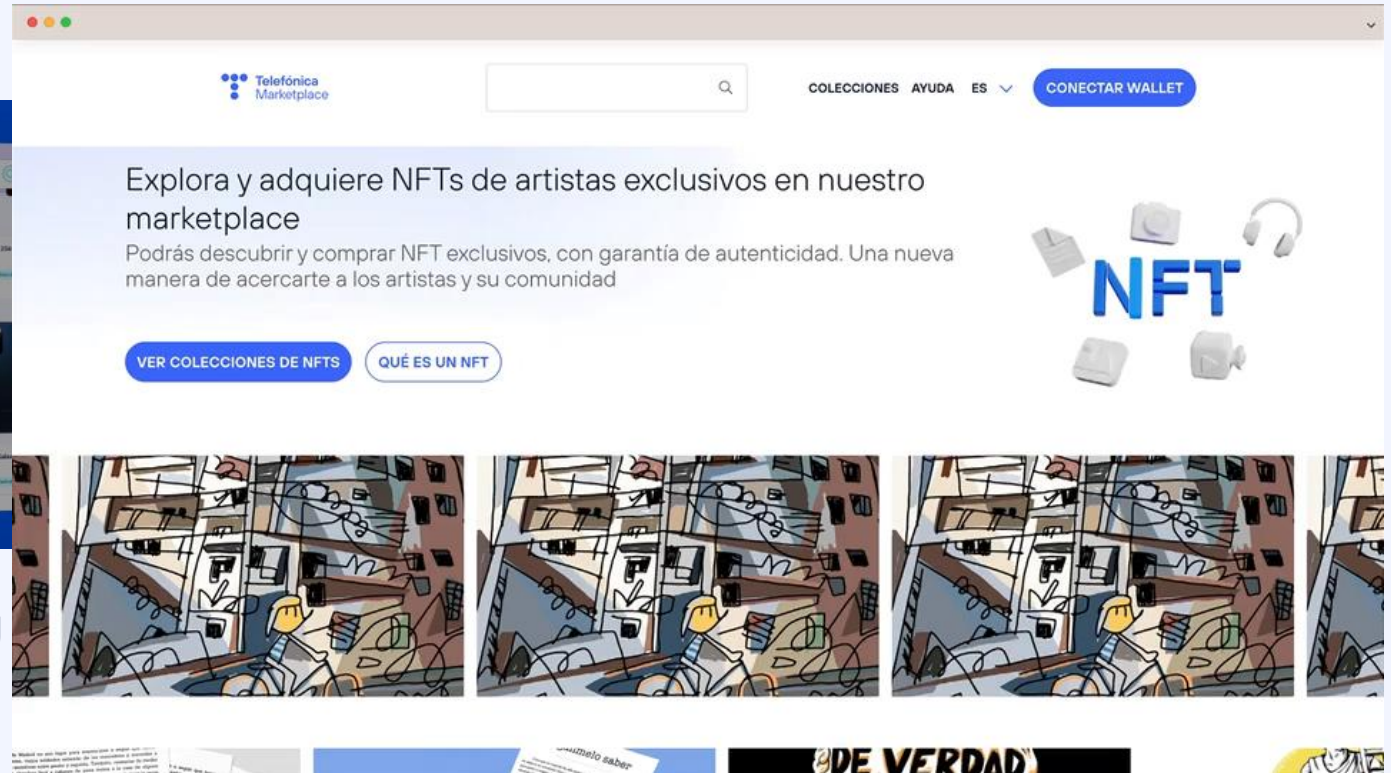


New way of purchasing
with criptos
Bit2me & Tu.com

Welcome to the new digital originals

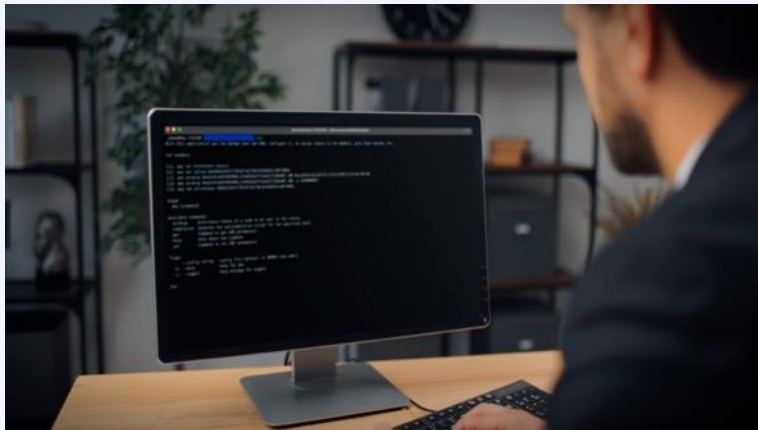


New way of purchasing
with criptos
Bit2me & Tu.com

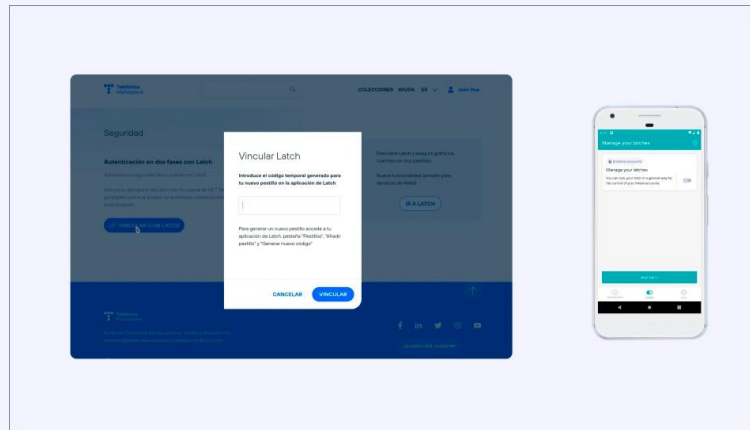


Exclusive collections with
guarantee of authenticity by NFTs
Marketplace NFTs

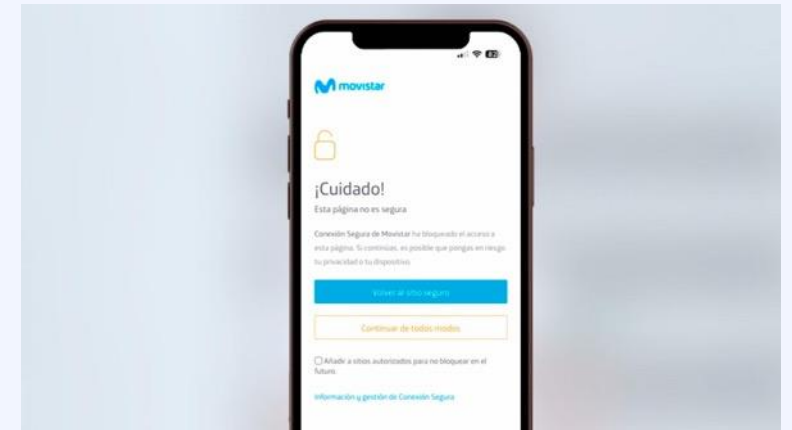
Improve identity and security of Web3



Public Identity System for
TELCO Service
API Open Gateway



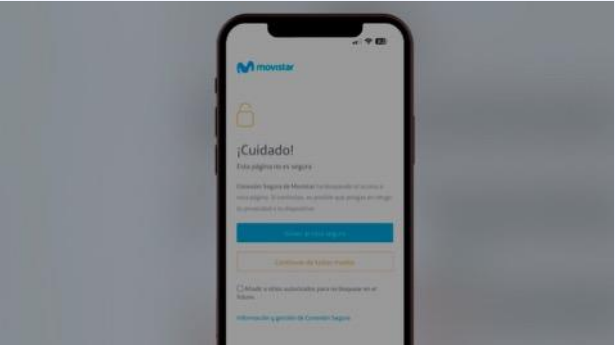
2 AF Security for
Wallets and Smart contracts
Latch



New Intelligence Feed
for malicious Web3 domains
Conexión segura

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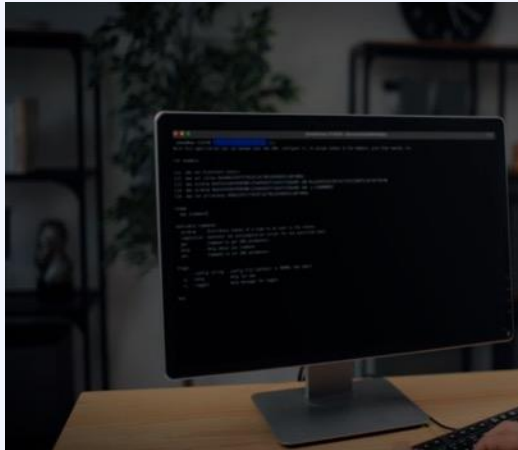
for
contracts



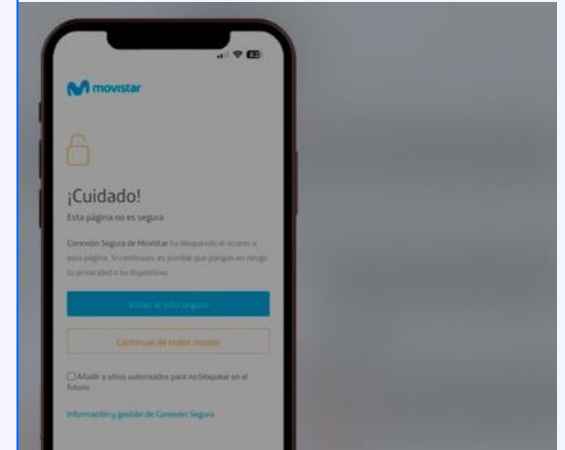
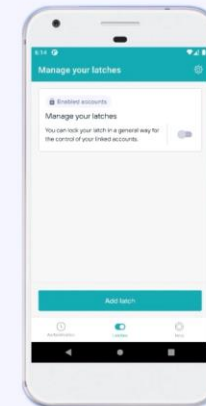
New Intelligence Feed
for malicious Web3 domains
Conexión segura

Public Identity System for TELCO Service API Open Gateway

A new way to authenticate in Web3



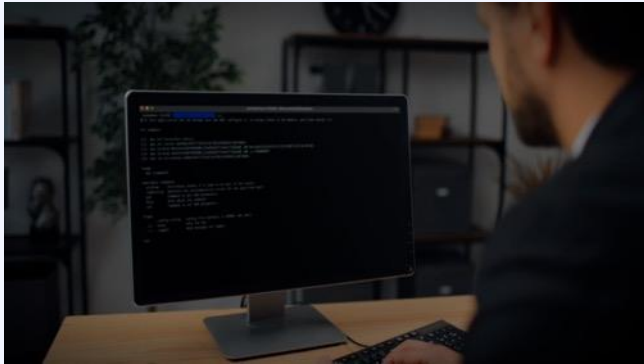
Public Identity System
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API Open Gateway



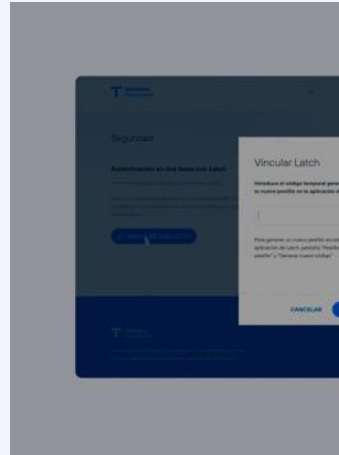
AI Intelligence Feed
Malicious Web3 domains
Conexión segura

2 AF Security for
Wallets and Smart contracts
Latch

Enrich network security for Web3



Public Identity System for
TELCO Service
API Open Gateway



2 AF S
Wallets and



New Intelligence Feed
for malicious Web3 domains
Conexión segura

Ethical by design

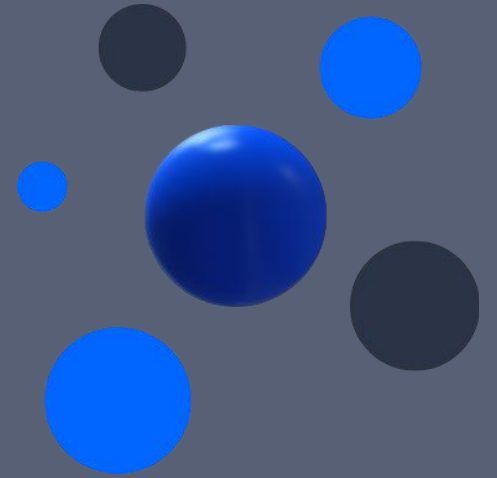
Climate Trade: the first climate marketplace using blockchain technology.

Tu.com: Sustainable technology e-commerce

375,000 kg
CO2 offset



A future where people connect better



**“We believe that
innovation meets
technology to transform
our daily world”**



Telefónica