



# Digital Home

TRANSFORMATION HANDBOOK



# Transformation is in our DNA

The public health and economic crisis triggered by COVID-19 has focused our minds on the need for **a swifter economic and social transformation** – the only way we can count on a full recovery and get back on track for growth.

We believe that **digitalisation is key** to making this transformation possible. Technologies such as 5G, cloud storage, cybersecurity, AI, big data and IoT will be game-changing – as demonstrated by our extensive catalogue of solutions, applications and use cases. Our capacities and experience make us the perfect partner for businesses and local authorities as they take on the digital challenge.

We stand for a **fair, inclusive and sustainable digital transformation**. Our mission is to harness technology for people and planet, lightening the environmental load and offering our clients solutions that get them working more efficiently and sustainably.



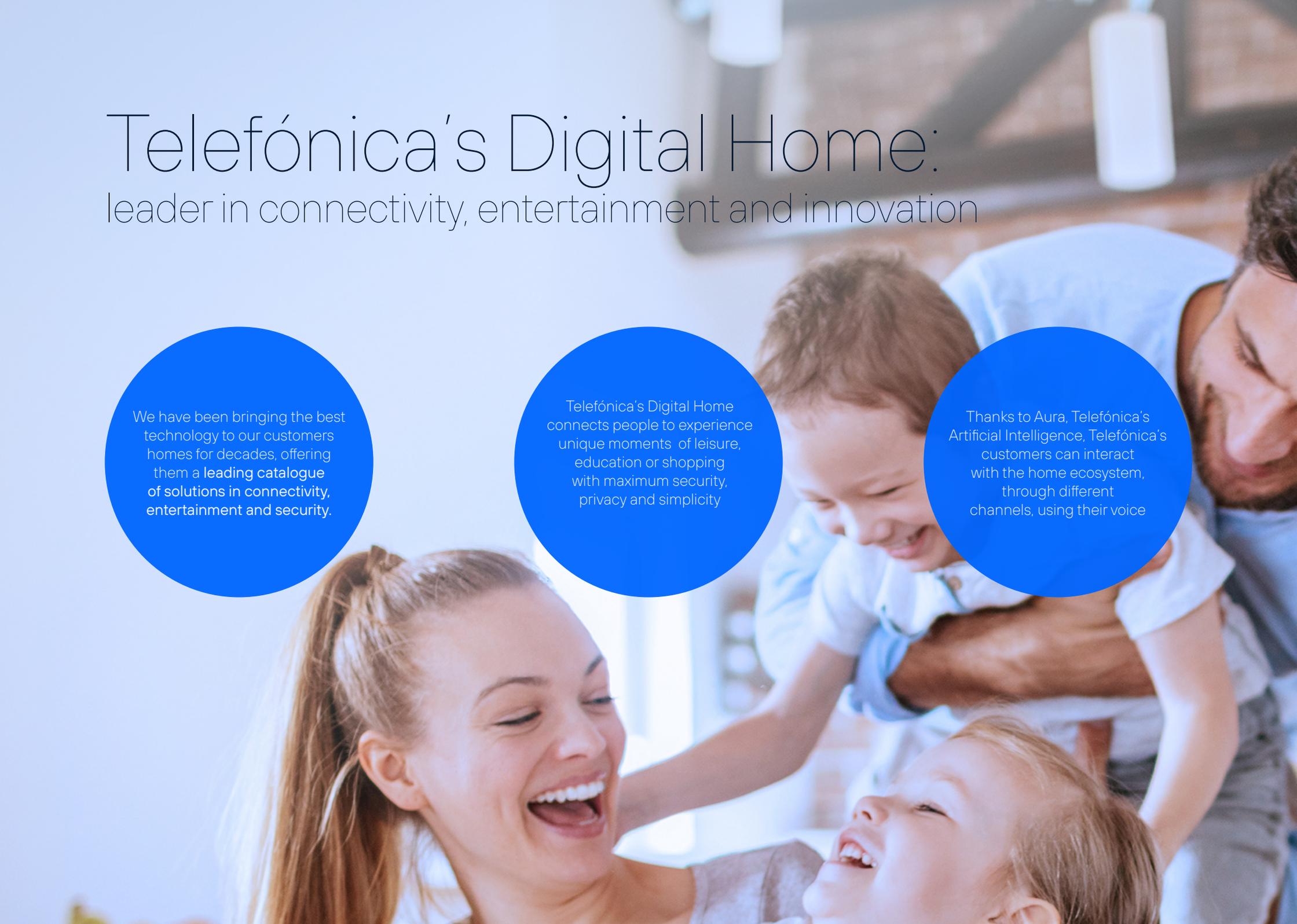
# Telefónica's Digital Home:

leader in connectivity, entertainment and innovation

We have been bringing the best technology to our customers homes for decades, offering them a **leading catalogue of solutions in connectivity, entertainment and security.**

Telefónica's Digital Home connects people to experience unique moments of leisure, education or shopping with maximum security, privacy and simplicity

Thanks to Aura, Telefónica's Artificial Intelligence, Telefónica's customers can interact with the home ecosystem, through different channels, using their voice



# How we are re inventing the home

## TV-COMMERCE AND EDUTAINMENT

### LIVING APPS

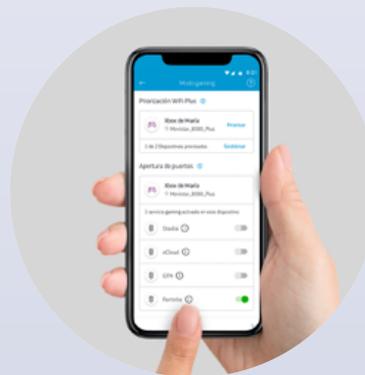
Living Apps are apps that are integrated into Movistar+ and offer a **wide range of digital experiences for the whole family**. Our customers can learn, enjoy entertainment or shop through television from the comfort of their sofa.



## CONNECTIVITY IN THE HOME

### SMART WiFi

The Smart WiFi mobile app enables to make the most of the WiFi connectivity inside and outside the home. In addition, customers will soon be able to enjoy the best gaming experience with initiatives such as **the new gaming feature**.



## CUSTOMER-FOCUSED DIGITALISATION

### MOVISTAR TOKENS

Movistar Tokens is a **micro-rewarding programme** that rewards our customers for being more digital. Customers generate tokens by using our products and services and can then redeem them in our exclusive catalogue.



# The best connectivity at home

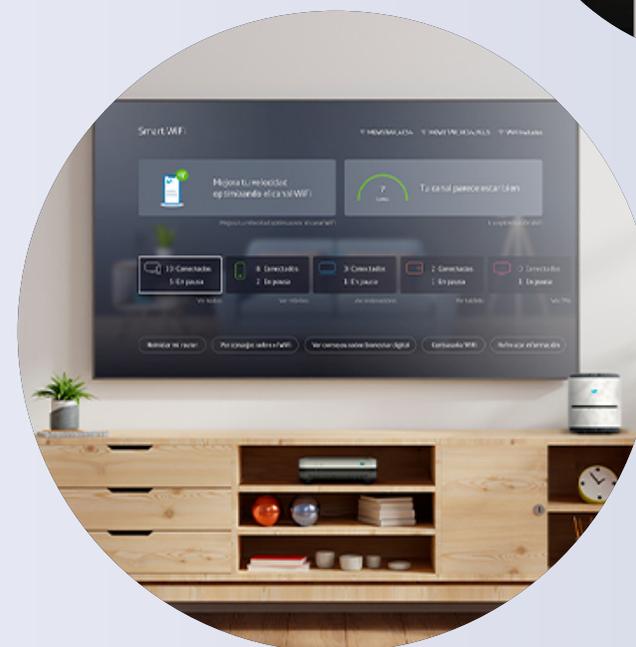
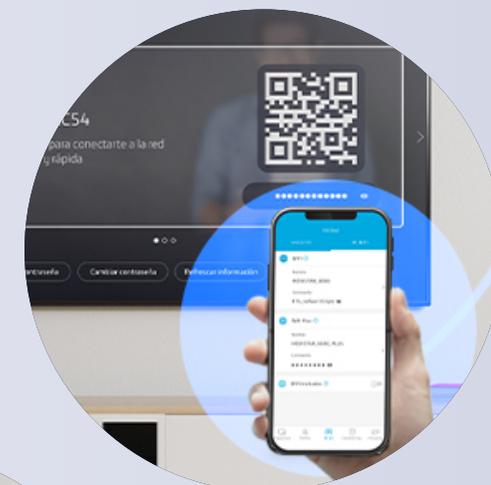
We are **leaders in connectivity** in Europe thanks to our 5G network and first class equipment, such as the Smart WiFi Router, the Smart WiFi 6 amplifier and the Smart WiFi mobile app that allows customers to manage connectivity from their mobile phones.

## DESCRIPTION

The Smart WiFi mobile app is one of the leading services on the market, integrating all the capabilities of the Smart WiFi Router in one app. The functionalities it offers aim to **optimise the user's time and effort**. It will also soon include the gaming feature which will offer users without any technical know-how **the best online high-speed gaming experience**.

## BENEFITS

One of the main objectives of the Smart WiFi mobile app is to discover new services related to connectivity and security. In this regard, the new gaming feature **will improve the user experience**, by prioritising traffic to ensure an optimal performance of the WiFi network.



## FURTHER INFORMATION

**Video:** Gaming functionality in movistar home.

# TV-commerce: new consumer experiences

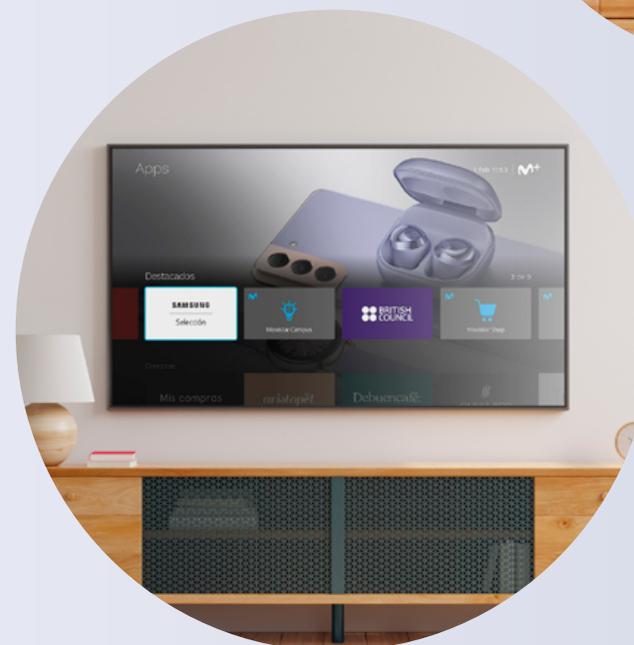
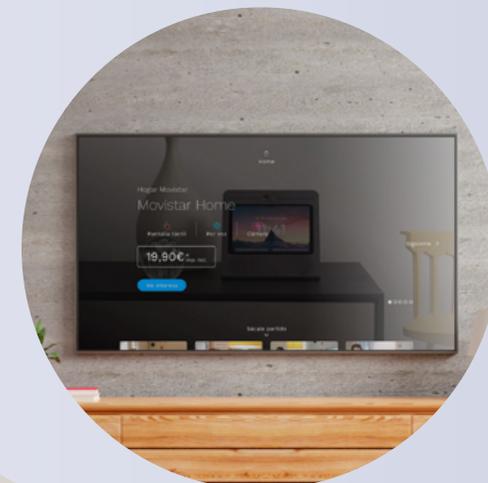
We have extended our catalogue of Living Apps available on Movistar+ by creating TV-commerce experiences. Developed by different companies, they allow an **online shop to be created within the television** – offering an innovative point of sale for brands and clients.

## DESCRIPTION

We have created an applications showcase where different companies have already started to offer an initial catalogue of products, ranging from technological goods to pet accessories and natural cosmetics, among others. Purchases can be made thanks to an innovative solution developed in collaboration with CaixaBank, the project's financial partner.

## BENEFITS

The launch of "Compras" allows users to discover a new way of shopping from home, more convenient and secure, an experience in which the whole family can take part **via the television**. For companies, it creates new business opportunities by opening up to a new potential client base of over 1.4 million customers.



## FURTHER INFORMATION

Website: [Living Apps](#).

Video: [TV-commerce Living Apps](#).

# The new edutainment platform

Digital education is one of the cornerstones of our Digital Pact which aims to reduce inequalities by investing in and modernising learning. Our goal is to supplement traditional education methods and offer a solution that meets the demands of the jobs market with our **Movistar Campus edutainment platform**.

## DESCRIPTION

The Movistar Campus Living App is a **platform of educational and entertainment content** in which leading companies from the education sector are present. The content is varied, with material targeting **a wide range of ages and abilities**: photography, finance, programming, design, maternity, languages, etc.

## BENEFITS

Movistar Campus offers users the opportunity to **learn and improve both their professional and personal capabilities via the television**. This video-based learning offers users a **far-more entertainment-oriented approach** to learning and offers edutainment providers a platform for creating new educational experiences.



## FURTHER INFORMATION

Website: [Living Apps](#)

Video: [Movistar Campus Living App](#)

# Client-focused digitalisation

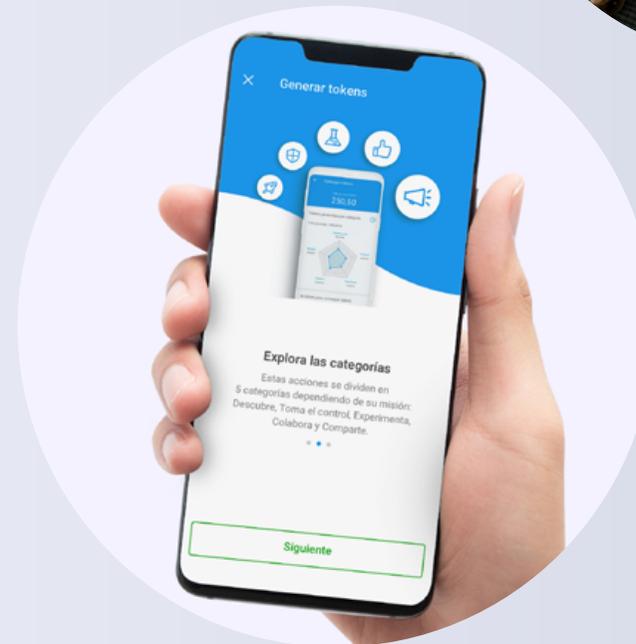
With digitalisation affecting all areas of our lives, we are always looking to make it easier for people to interact with technology – **breaking down the boundaries between the physical and the digital world.**

## DESCRIPTION

Movistar Tokens is an **innovative programme that rewards customers for becoming more digital**, i.e., for how much they use the company's products and services. As customers carry out certain actions within the programme, they gradually generate tokens which can be redeemed in an exclusive catalogue that gives them the chance to get the most out of their Movistar world.

## BENEFITS

Users can activate this service free of charge via the Mi Movistar mobile app and gain access to an **exclusive catalogue** where tokens can be redeemed for **film premieres, access to more TV channels or a superior sporting experience**. Tokens can also be redeemed with data bonuses for unlimited browsing, amongst other rewards.



## FURTHER INFORMATION

Website: [Movistar Tokens](#).

Video: [Movistar Tokens](#).

# Other innovation

## use cases in the home

We offer distinguished health, security and entertainment products and services to provide customers with the ultimate experience in their own homes.

### TELEMEDICINE AND REMOTE WELLBEING



The pandemic has sparked a growing demand for digital health services. With **Movistar Salud** we have joined forces with Teladoc to offer everyone – even those in remote locations – **access to health professionals** from the comfort of their own homes.

### SECURITY FOR HOMES AND BUSINESSES



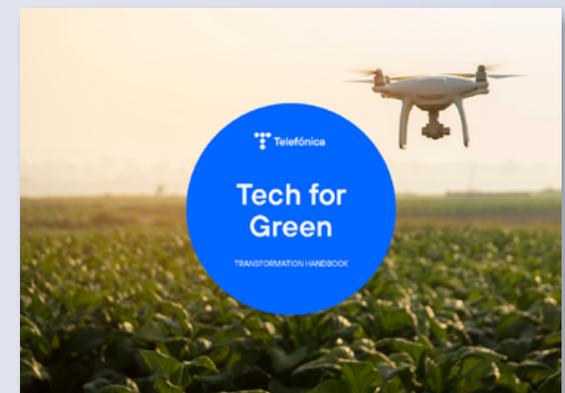
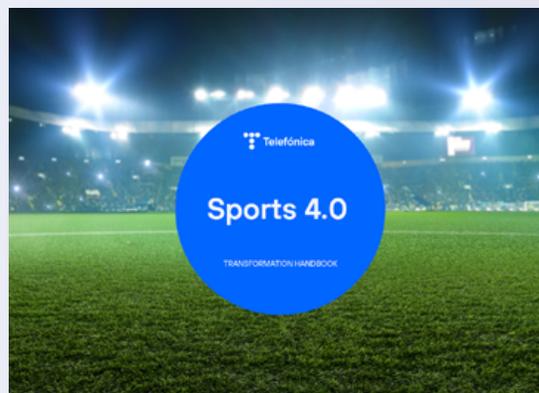
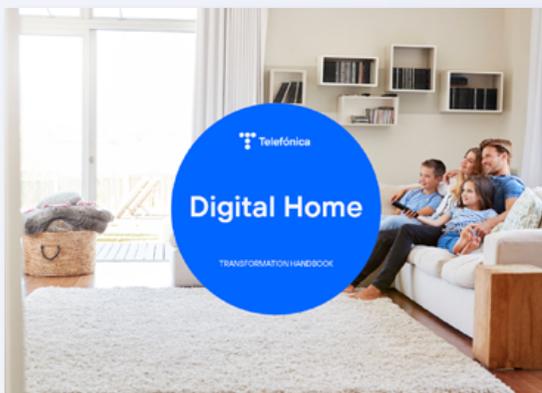
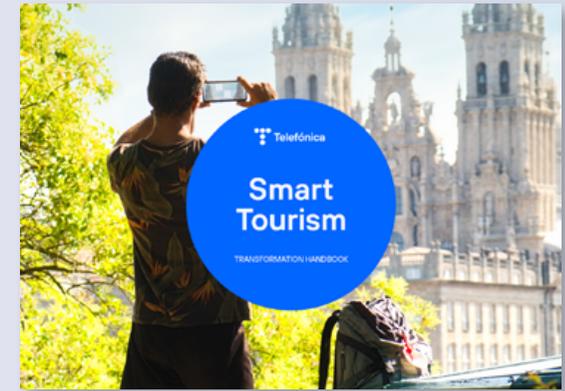
The joint venture between two leading companies – Telefónica and Prosegur – has allowed us to continue offering innovative solutions and access to a new market with **Movistar Prosegur Alarmas**. This is a unique service that **combines digital and physical security** in one place, ensuring 360° protection with innovative use cases.

### 5G NETWORK AND GAMING



The combination of our 5G network and cloud gaming allows our customers to **play from anywhere and any device** (smartphone, tablet or PC), offering them the best experience thanks to 5G's bandwidth and low latency.

# Transformation handbook collection





Want to *find out* more?

[aura.telefonica.com](https://aura.telefonica.com)