# LaCabina welcomes 30,000 professionals from 5,000 companies and institutions in its first three years

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Since Telefónica's LaCabina began operating in 2023, more than 30,000 people from 5,000 companies and institutions have visited this 2,200-square-meter innovation space. And more than 40% of the corporations and institutions that have visited it have incorporated new technological solutions from the company into their businesses.

With more than 270 experiences inside, this Telefónica space located in Distrito Telefónica (Madrid) is currently the area where the largest number of the company's innovation projects can be seen.

LaCabina, the center of the Telefónica District Innovation and Talent Hub that promotes digitization in the business environment, is divided into nine sectoral spaces that showcase the latest developments in Business Applications, Innovation, Smart Buildings and Smart Cities, Tourism, Retail and Industry, Education and People, and Healthcare and Advanced Home Care.

Among the most striking solutions are: state-of-the-art applications based on quantum computing to reinforce secure data sharing; digital kiosks, which improve the citizen's experience in their routine dealings with the Administration; solutions related to sustainability, such as a device that compacts plastic bottles to 90% of their size and generates a rewards system so that users can benefit from prizes or discounts on various services; telecare and health solutions that facilitate the care of the elderly and optimize medical assistance; and smart industrial applications at the forefront of new technologies for different sectors.

Among these demonstrations, the following stand out: smart labels that digitally store the package's route for six months and monitor the

temperature to which the goods have been subjected; small devices to track the location of livestock and their physical condition; and a program designed for people with disabilities that allows them to type and listen to text using a PC through eye movements.

This center also has one of the most powerful networks in terms of 5G mobile networks and mid-band and millimeter-wave radio, and incorporates features such as Edge Computing and Network Slicing in all its commercial versions.

In recent months, LaCabina has included solutions that demonstrate the network's observation capabilities with a fully granular approach to what is happening, incorporating AI to perform predictive maintenance and optimize fiber deployment with the help of artificial intelligence. In this regard, work is being done to give the network a greater level of autonomy thanks to the incorporation of self-resolution algorithms.

Innovation with an eye on MWC

Telefónica presented LaCabina at the 2023 edition of the Mobile World Congress (MWC), with the aim of allowing companies, organizations, and institutions to see firsthand the latest technologies the company was working on. Three years later, the largest event related to the connectivity industry will once again be held in Barcelona, from March 2 to 5.

LaCabina has hosted more than 300 events with other organizations, becoming the Telefónica group's venue where the practical application of technological innovation is most evident.

Among these, several events with national and international security forces and agencies stand out, as well as the celebration, together with Escuela 42, of the first edition of a hackathon in which, based on the capabilities of the Telefónica network, new use cases were built in 48 hours. The project that won the category dedicated to business customers improved the traceability of international containers, subsequently remaining as a demonstration at LaCabina.

At LaCabina, visitors can also check out the performance of an in-house development based on Artificial Intelligence that allows visits to this space in more than 40 languages, including German, Arabic, Chinese, Indian, and Romanian, using a smartphone and in an

individualized manner.

The robot workforce has grown over the last year and, in addition to the automated quadruped Spot, LaCabina has added a care and assistance robot, others that promote rehabilitation, and an automatic device specialized in intralogistics.

For more information: Mobile World Congress 2026: all the information – Telefónica

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