

Movistar Centre Barcelona to showcase the latest mobile innovations during MWC



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Movistar Centre at Plaça Catalunya will reorganize its space on March 2, coinciding with the start of Mobile World Congress (MWC), to offer visitors a new area dedicated to showcasing the latest technological innovations. The aim is for anyone to come to the heart of Barcelona and discover, in one single location, some of the key new releases from the technology brands participating in the world's leading mobile industry event.

The ground floor (Floor 0) will be transformed into a large showroom, organized by areas and manufacturers, where visitors will be able to see and try devices related to mobility, entertainment, connected home and wellbeing technology.

More space to discover manufacturers' latest innovations

The new layout of Movistar Centre enhances Floor 0 as an exhibition and experience area, featuring dedicated islands for leading mobile and electronics manufacturers. Brands such as Samsung, Xiaomi and OPPO will present their latest launches in this space, coinciding with their unveiling at Mobile World Congress, allowing visitors to discover and test the new devices first-hand.

Meta will feature a dedicated area showcasing its AI-powered smart glasses developed with Ray-Ban and Oakley, as well as Meta Quest devices, bringing visitors some of the most advanced mixed reality experiences on the market.

Apple and Google Pixel will also display their latest devices and accessories in temporary exhibition spaces that will evolve into permanent branded areas in the coming months.

In addition, Movistar Centre will introduce new themed areas that are part of Movistar's current portfolio: a "Beauty Tech" zone featuring

personal care and beauty devices from brands such as Dyson, Foreo and GHD; a “Gaming” area where visitors can try consoles and gaming experiences from leading manufacturers, alongside Movistar-related services; and an “Entertainment” zone combining Movistar Plus+ content with next-generation televisions and audiovisual solutions.

The space will also include a

Connectivity and Home Ecosystem

area, featuring next-generation routers, smart home devices, robot vacuum cleaners, air fryers and other small appliances, as well as a dedicated Movistar Prosegur Alarmas point with an interactive display allowing visitors to easily and visually explore home and business security solutions.

This reorganization enables customers to explore, in just a few minutes, a comprehensive overview of the categories and brands included in Movistar’s current portfolio, without having to visit multiple stores across the city.

An agora for demonstrations, workshops and meetups

The street-level floor will also incorporate an agora equipped with a large videowall designed to host talks, product demonstrations and workshops led by manufacturers and Movistar.

This space will enable the organization of product launch presentations, hands-on sessions and meetups with spokespeople and influencers from the tech sector, reinforcing Movistar Centre’s role as a connection point between brands and users during Mobile World Congress and throughout the year.

A permanent window into the Mobile World Congress ecosystem

With this new phase, Movistar Centre aims to consolidate its position as a permanent window into the technological ecosystem that gathers in Barcelona each year during MWC. During the days of the Congress and throughout the year, the space will offer citizens, customers and visitors the opportunity to discover first-hand, in the city center, the most relevant solutions and devices from leading manufacturers in the sector.

This initiative is part of Telefónica's global proposal for Mobile World Congress and strengthens the company's ties with Barcelona as an international capital of innovation and connectivity.

Chema Casas, Director General of Telefónica in Catalonia, stated:

This year we are once again opening the Movistar Centre at Plaça Catalunya to bring Mobile World Congress closer to the public. The expansion of the exhibition space reflects Movistar's evolution toward a broader ecosystem of products and services, and makes it possible to bring together, in a single location, the latest innovations from major manufacturers so that visitors can discover and experience technology first-hand.

For more information: Telefónica at MWC 2026

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