

Telefónica and MATSUKO: holographic experiences based on 5G, Edge and AI



PUBLISHED FEB 19, 2024
BY [TELEFÓNICA](#)

Spatial computing is taking over in 2024. MATSUKO and Telefónica have achieved a major breakthrough by enabling everyone to enjoy real presence during 3D meetings. With a patent on single-camera holographic communication, MATSUKO is also unveiling its product for Apple Vision Pro users, who have the option to preorder now.

The experience, which will be demonstrated at Mobile World Congress 2024 in Barcelona, will allow users to generate their own holograms using only their smartphone cameras, as well as stream high-resolution 3D objects and scenes using 5G and Edge technology.

The technology will leverage the NVIDIA Maxine AI developer platform, to create realistic eye contact and facial expressions, enhancing the sense of presence and immersion. Users will be able to interact with their colleagues and their 3D projects holographically, as if they were in the same physical space, without any delays, misunderstandings, or 2D limitations.

Maria Vircikova, CEO of MATSUKO, said:

It fills me with joy to see users marvel at the feeling of presence, the eye contact, and the full spectrum of emotions they discover with holographic presence. I am also honored to share that we achieved this in collaboration with Telefónica, the leader in telecommunication, and NVIDIA, one of the world's top technology companies.

David Moro, Head of Service Platforms & Voice Core Network at Telefónica, said:

With our 5G and Edge technology, we are enabling a new level of connectivity and performance for holographic meetings, which will transform the way creators communicate and

collaborate.

Chris Penrose, Global Head of Business Development for Telco at NVIDIA, said:

Holographic meetings represent the future of collaborative experiences. By leveraging the NVIDIA Maxine developer platform, MATSUKO's new spatial computing experience helps users better maintain eye contact and see accurate facial expressions — both of which are essential for effective communication and emotional connection.

Holographic meetings are the future of communication and creation. MATSUKO and Telefónica are inviting everyone to be among the first to experience them.

Everybody is invited to attend the Mobile World Congress 2024 session

Holographic meetings for the people: The next-gen solution powered by Telefónica's 5G and Edge network and MATSUKO

at the Agora space at Telefónica's booth (3K31) on Tuesday, February 27, from 12:00 P.M. – 12:45 P.M.

Invited business partners will be able to experience the app during the MWC.

Starting today, Apple Vision Pro and Meta Quest users can pre-order the Holographic Presence platform at www.matsuko.com.

Press release distributed by Wire Association on behalf of Telefónica, on Feb 19, 2024. For more information subscribe and [follow us](#).

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