

# Telefónica develops the metaverse of the Rafa Nadal Academy by Movistar



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BY [TELEFÓNICA](#)

Telefónica today presented the metaverse of the Rafa Nadal Academy by Movistar, a 3D virtual space where users can get to know one of the world's leading sports centers without having to physically move.

Through Rafa Nadal's 3D virtual avatar, visitors can get to know the facilities of the sports center located in Manacor (Mallorca) and tour the academy by themselves. It also has a collaborative room where meetings or encounters can be held through the virtual avatars of the academy. In addition, the metaverse includes a playful part. On the one hand, users will be able to unlock achievements as they progress, and if they manage to complete all the missions they are given, they will be able to obtain interesting prizes through sweepstakes. On the other hand, there are several mini-games available throughout the visit.

Telefónica has been responsible for developing the metaverse of the Rafa Nadal Academy by Movistar. With the application of this technology, those responsible for the project seek to bring the new facilities and methodology of the Rafa Nadal Academy by Movistar to the younger audience through an innovative, fun and gamified experience.

Rafa Nadal states: "Honestly, I am very surprised by how well the Academy has turned out in the virtual world. I think it is a very positive project that will allow anyone to get to know our facilities and programs from anywhere in the world in a fun and entertaining way. In addition, I believe that we will reach a young audience that identifies with new technologies. Thanks to Telefónica and the work of the entire team that has been involved, we have done something new and that everyone will like".

Chema Alonso, Chief Digital Officer at Telefónica, explains: "With this

new project, Telefónica demonstrates its strong commitment to continue exploring the technological possibilities offered by Web3 and the metaverse. We thank the entire team that makes up the Rafa Nadal Academy by Movistar that, together with Telefónica, they open their doors in the metaverse so that all interested users can get to know one of the most recognized sports centers in the world through an immersive and enjoyable experience”.

Telefónica, being faithful to its pioneering and innovative spirit, wanted to present the metaverse of the Rafa Nadal Academy by Movistar with a virtual press conference in 3D. The journalists who attended were able to choose their own 3D avatar, be in a collaborative room with other colleagues located anywhere in the world, follow the interventions and ask questions as if they were physically in Manacor (Mallorca) where the presentation took place.

With the development of the Rafa Nadal Academy by Movistar metaverse and the realization of the press conference, Telefónica continues to establish itself as one of the leaders in the application of new technologies that are emerging. In addition to this new project, there is the digital twin of the Mobile World Congress 2021, the metaverse developed for the MWC 2022, the announcement of Yaiza Rubio as Chief Metaverse Officer of Telefónica, the global search for startups that are developing use cases in the metaverse, the collaboration with Meta to jointly explore network technologies for the metaverse or, more recently, the creation of a collection of NFTs on a collection of drawings by Ferran Adrià that included a 3D virtual tour of the exhibition.

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