Telefónica enhances its NFT Marketplace

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Telefónica adds three new products to the catalogue available in its NFT Marketplace: an exclusive collection of the artist Van Gogh by Olyverse; the collection with social commitment by Alexis Diaz Pimienta, called ‘Décimas Vivas’; and ‘Outer Ring’, which offers exclusive benefits to users of this innovative video game through the purchase of NFTs. With these projects, Telefónica continues its objective of offering a platform with unique digital content, created with the verification of its artists, where users can enjoy exclusive experiences and utilities.

The new collection of Olyverse, the entertainment platform in a metaverse of stars and fans who produce stories based on NFTs, brings five NFTs of Van Gogh’s ‘Les Vessenots en Auvers’ exclusively to Telefónica’s marketplace. Presented today at the Museo Nacional Thyssen-Bornemisza, it is the first work by the painter to be digitised in Spain and certified by a national museum. The collection has a certificate of originality issued by the Thyssen Museum. In addition, other Olyverse collections such as those of Álvaro Morte, Carles Puyol, Kerem Bürsin and Elsa Pataky are expected to be added to Telefónica’s NFT Marketplace in the near future.

Another novelty is the collection of NFTs by Alexis Díaz Pimienta called ‘Décimas Vivas’, which offers a digital experience of poetry linked to music that changes automatically every day, 365 days a year, and can be enjoyed in 3D thanks to augmented reality technology through a mobile device. In addition to Alexis Díaz Pimienta, it features the collaboration of artists such as Juanes, Andrés Calamaro, Jorge Drexler, Silvio Rodríguez, Kevin Johansen and Pedro Guerra, among others. Priced at 50 euros per copy, part of the profits will be used to support schools and educational projects that contribute to the development of poets, reenactors and decimators.

The latest collection to be added, available from today on Telefónica’s NFT Marketplace, is ‘Outer Ring’. Outer Ring is an innovative

blockchain metaverse video game that fuses science fiction with fantasy, offering players the opportunity to explore a vast third-person universe. The collection available for purchase is a total of 50 unique NFTs, priced at €135 each. Each piece is an illustration related to the Outer Ring video game universe and gives the buyer exclusive access to game demos, online events, a 5% discount on merchandise, access to raffles among participants and the e-book of the novel on which the video game is based.

Yaiza Rubio, Chief Metaverse Officer at Telefónica, says:

> With our Marketplace we ensure that our creators' NFTs are truly unique and that users get an experience behind the purchase, with unpublished content, enriched experiences, exclusive benefits or support for social causes

Telefónica's NFT Marketplace offers unique blockchain-based digital assets from different artists and themes, such as unpublished works by Arturo Pérez Reverte or illustrations inspired by the songs of El Chojín. The offer also includes collections that focus on social issues with a charitable purpose. For example, Javier Mariscal's NFTs, which aim to raise funds to help refugees and people affected by the war in Ukraine, or the Isabel Gemio Foundation's collection, which includes five unique pieces from the famous web series 'Cálico Electrónico', with the money raised going to the foundation, which has been fighting for research into muscular dystrophies and other rare diseases since 2008.

NFT Marketplace also incorporates the functionality of Latch

Telefónica's NFT Marketplace also includes a new feature to secure and protect users who purchase any of the NFTs available. This is Latch, the service marketed by Telefónica that provides a second authentication factor and enables a digital latch as an extra layer of security for this Web3 platform.

To purchase an NFT through the NFT Marketplace, interested parties simply need to access the website by connecting their wallet to MetaMask (one of the most recognised cryptocurrency 'wallet' software that works with Ethereum and serves as a gateway for blockchain applications). On the website itself, users can find a step-by-step explanation of how to acquire NFTs, which is detailed in the FAQ section. With the aim of democratising access to NFTs, the

company is also working to reduce the barriers to entry that a more traditional user might have, and will soon offer the possibility of paying by card and even registering and buying without a wallet or digital purse.

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