

Telefónica presents at the MWC its most disruptive solutions to lead change and inspire technological progress



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Telefónica will attend the Mobile World Congress (MWC), to be held in Barcelona from 3 to 6 March 2025, with its most disruptive technological solutions that enable it to lead change and inspire progress. At this year's event, the company will showcase innovative and inspiring use cases thanks to the possibilities opened up by quantum computing, the IoT, the application of Artificial Intelligence (AI) in different sectors, the possibilities offered by Open Gateway APIs, and the countless capabilities of the high connectivity of its 5G network.

Telefónica is presenting itself at the MWC under the slogan 'Leading Change Inspiring Progress', with which it transmits the innovative spirit of the company in its search for the most cutting-edge technology to lead the current digital era, putting people at the centre and serving society and businesses. This vision will be emphasised both in the different use cases that will be shown at the stand and in the full programme of sessions that will take place in the Agora.

The president of Telefónica, Marc Murtra, will be in charge of the opening of MWC 2025 on Monday 3rd March in the GSMA conference room at 9.30am.

A design that connects with the future

Telefónica recreates the company's more humanist vision in a 960 square metre stand. The design of the stand evokes progress, movement and connection with a future full of opportunities in which Telefónica will show its leadership and innovative vocation. Thus, through visual resources and textures, the technology is shown in an organic, approachable, tangible and human way.

In the era of 'Earth Computing', Telefónica maintains its desire to make the world more human by connecting people's lives, using spheres that unite the Earth and the cloud in its staging. The particularity of these spheres lies in the fact that each one of them has been created and traced by hand by Valencian artisans, traditionally dedicated to making sculptures for a popular local festivity, the Fallas, which makes them unique and one-of-a-kind.

The company offers a unique experience that goes beyond a physical visit to the venue, as for those who cannot attend in person, it offers two virtual windows to experience the event first hand. On the one hand, there is the possibility of visiting the company's 'Virtual Stand' through an immersive experience, in real time, accessible online and even with Meta Quest virtual reality glasses. Similarly, and for the first time, there will also be access to the 'Wayra Virtual Stand' at 4YFN, the start-up event that forms part of the MWC. In both virtual exhibition spaces, the presentations will be broadcast live, the demos can be visited and any doubts or questions can be resolved with the digital gurus.

And, on the other hand, you will be able to follow everything that happens at the Telefónica stand from the comfort of your own home and in the front row through the 'Living App MWC25' from Movistar Plus+. Users will be able to watch the talks from the Agora live on their televisions and will have access to extra audiovisual content related to the demos. In addition, once the MWC is over, all the talks from the Agora will be available to watch on a delayed basis.

Once again this year, Telefónica will implement the technology of the Canadian company C2R0, included in the portfolio of Telefónica Tech solutions, which measures stand activity in real time. The AI-based video analysis software allows companies to understand the movement and behaviour patterns of customers in a physical space. The information is obtained anonymously and without using biometric data to make it easier for organisations to make business decisions in order to improve the customer experience and operational efficiency, as well as to protect their privacy.

Demos that inspire progress

More than 280 square metres of exhibition space are home to three demos that bring together different use cases that showcase the high capacities of Telefónica's 5G network, the opportunities offered by

open networks, the uses of drones, the virtues of emerging quantum technology, and the latest solutions in cybersecurity. All within a framework of innovation with an eye on the future to drive the progress of society and business.

The 'Open Gateway 5G Drones' demo at MWC 2025 will showcase a revolutionary end-to-end service for drones, supported by its high-performance 5G network and the capabilities provided by Open Gateway APIs. The solution enables the safe and efficient integration of drones into airspace, anticipating the challenges posed by the new European U-Space regulations. The 'Open Gateway 5G Drones' demo shows practical use cases, such as the transport of medical supplies, fire prevention and logistics management, highlighting 5G connectivity, AI and an advanced remote control centre that supervises operations in real time. Telefónica will present a safe and efficient integral solution that redefines air mobility, allowing drones to plan safe routes and optimise operations with a scalable and sustainable vision for the future.

On the other hand, it will present the demo 'Quantum-Safe Networks', an innovative proposal that anticipates the emerging challenges of quantum technology and provides industries with tools that not only solve current problems, but also generate confidence in an interconnected and protected future. The company will show use cases where it will be possible to see how Quantum-Safe technology can be applied to provide secure 5G private networks with quantum encryption, even underwater, the protection of open networks in utilities to secure eSIMs and the data they transmit, and IoT connectivity in critical environments through smart devices.

And finally, with the 'Digital Operations Centre' demo, Telefónica will show what the daily work of cybersecurity experts is like and the advanced monitoring and operation capabilities that Telefónica Tech offers 24/7 from its Digital Operations Centre (DOC). Visitors to the company's stand will participate in the resolution of several simulated incidents (including a ransomware attack) and will also see a demonstration of the dual role that artificial intelligence is playing (attacking and defensive) and the company's capabilities to prevent the progress of an attack launched by this technology.

The Agora as a reflection of innovation

Knowledge and innovation will come together in the Agora of the Telefónica stand. In this space, which will cover 158 square metres and have a capacity for up to 80 people, speakers and visitors will meet to debate and learn about the most disruptive technological innovations, solutions and success stories that the company makes available to people, companies and society.

Throughout the four days of the MWC, the company's Agora will feature 25 live sessions, open to all MWC visitors, in which presentations, talks and demonstrations will take place in addition to those already on display. The talks will feature more than 100 top-level executives and experts to enrich the programme. All the details of the three demos hosted at the stand will also be explained.

Likewise, 34 managers, experts and technicians from Telefónica will participate in the panels and debates organised by GSMA.

To reinforce the value proposition with which it will attend the MWC, Telefónica will publish, on the site dedicated to its participation in the MWC 2025, four digital notebooks in which it will compile its latest initiatives presented at the MWC, through 30 success stories, solutions and services that the company develops for the service of companies, sectors and, of course, for the whole of society..

The company's transformation notebooks show the capabilities of the technology applied to four major blocks: Innovation, Progress, Sustainability and Open Gateway.

For more information: Telefónica at MWC 2025

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