Telefónica presents the future at MWC 2026 with a cutting-edge proposal driven by its network leadership and the most innovative technology

PUBLISHED FEB 25, 2026
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Telefónica will once again attend the Mobile World Congress (MWC), to be held in Barcelona from 2 to 5 March 2026, under the slogan ‘Ready for Next’, within its commitment to becoming the best way for citizens to access digital technologies thanks to having the best network to reach the most innovative technology.

This ambition will be constantly present at Telefónica’s stand. The space will feature an Agora where visitors can follow the various live sessions, along with an exhibition area with three demos focusing on the utilities offered by quantum computing, the IoT, Artificial Intelligence (AI), Network Slicing, satellite connectivity, Fog Computing, drones, robots and the high capabilities of its 5G network.

Marc Murtra, Chairman of Telefónica, will participate on Monday 2 March in a panel discussion organised by the GSMA entitled

What Does Strategic Tech Sovereignty Mean for Europe?

. The session can be followed live from the Telefónica stand.

Designing to lead the future

Telefónica’s stand at MWC 2026, with a total area of 951 square metres, 510 of which are dedicated to exhibition space, represents its vision to implement and develop technological capabilities as a lever to lead digitalisation. Its design conveys dynamism, evolution and connection with a future full of opportunities, in which the company reinforces its technological leadership and capacity for innovation with the aim of offering more and better services to customers. The design

responds to a circular logic that symbolises openness, continuity and connection.

Once again, sustainability is an essential part of the project. The stand will be audited according to circular economy and energy efficiency criteria, and will integrate reusable materials. It is not just a question of reducing impact, but of demonstrating that responsible innovation is the only way forward.

The Telefónica stand will feature three large demonstration areas bringing together different use cases that highlight the company's 5G network's high capabilities, alongside the most innovative technologies. One area will focus on the benefits offered by quantum computing, the IoT, artificial intelligence, network slicing, satellite connectivity, fog computing, drones and robots.

For the first time, the demos will feature a NaviLens QR code specially designed to improve the experience for people with visual impairments. Thanks to a programme developed by Telefónica, the audio guide will be available in Spanish or English and will offer a detailed description of each solution.

'Mission-Critical Dome' is the experience that Telefónica will carry out at various locations in Barcelona to showcase the importance of dual-use technology in natural disaster management at MWC 2026. The experience recreates an emergency situation that will allow connectivity to be restored in the affected areas, maintaining constant communication between a unified command and control post and rescue, assistance and medical teams. The aim is to demonstrate that 5G-enabled technologies – such as satellite connectivity, fog computing, network slicing, AI, drones and robots – which are part of a "5G Tactical Bubble" solution, are completely unique in managing a crisis scenario, both strategically as operationally and tactically.

The 'Titan Connect' demo will show how a set of technological solutions can maintain a company's connectivity, ensuring business continuity in the face of any unforeseen events, while helping to deploy new digital services. The company will showcase a use case at its stand in a high-demand network traffic environment, such as a sporting competition. In this context, a medical emergency situation will be recreated so that emergency responders can activate protocols to get the patient to the hospital as quickly as possible without interrupting connectivity at any time. This is possible because

Telefónica provides companies with a unique set of proprietary technologies and state-of-the-art capabilities, such as 5G SA, fibre, satellite connection, cloud, cybersecurity, observability, automation, and secure management, which prevent communication interruptions and strengthen connectivity.

Finally, the ‘Quantum Telco’ demo will reflect Telefónica’s commitment to putting quantum technologies at the service of companies in a practical way that is applied to their day-to-day needs. The company will showcase its three lines of quantum activity with demonstrators and the hardware used in commercial services. Applied quantum computing will be shown in action with real use cases developed in collaboration with customers, running on gate-based quantum computers or Digital Annealers hardware, such as logistics optimisation with Würth or cancer drug research in collaboration with Vithas and the Francisco de Vitoria University, as well as the optimisation and design of Telefónica’s networks.

In the second part, the different Quantum-Safe communications solutions will be presented, with services such as CPD Interconnection to secure communications between data centres against possible future quantum attacks. Telefónica was the first operator to commercially launch communications services for data centres and offices protected by the new post-quantum cryptography standards and is also a leader in quantum key distribution technology, which has been working on for more than 15 years.

The third line of activity, focused on solutions that help companies migrate their IT infrastructure to Quantum-Safe standards and thus adapt to current European directives and recommendations, will be presented on 100% post-quantum cryptographic hardware. In this way, Quantum Telco showcases the quantum technologies that the company makes available to its customers so that they can take advantage of their benefits and become more secure and competitive companies.

Ágora, a 360º ring that brings together innovation and knowledge

The scenic and technological heart of the stand is a 360º LED ring, 15 metres in diameter, suspended and visible from any perspective, whose centre will host Telefónica’s Agora. This structure is not just a screen: it is a narrative device that modulates the atmosphere and

turns each intervention into a unique staging. The Agora functions as a living space, designed to bring knowledge and innovation to people through presentations and immersive experiences.

The space also incorporates sensory experiences such as “The Beat”, which transforms the stand into a brand stage manifesto, and “The Code”, an emotional measurement system that converts audience interaction into digital art. As a result, the company’s stand will come to life every day with an immersive show full of rhythm, colour and movement.

The Agora functions as a dynamic space where all MWC attendees can follow 24 live sessions given by more than 60 executives and experts, with a capacity of 80 people. It can also be followed online. A ring where speakers and visitors will come together to discuss and learn about the technological innovations, solutions and success stories that Telefónica offers to customers, businesses and society.

Once again this year, more than 25 Telefónica executives, experts and technicians will participate in the panels and debates organised by GSMA, MWC and 4YFN.

For more information: Telefónica at MWC 2026

Press release distributed by Wire Association on behalf of Telefónica, on Feb 25, 2026. For more information subscribe and follow us.

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