Telefónica Tech and unBlock launch first Web3 Smart Tourism platform



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• unBlock's SuperApp integrates Telefónica Tech's TrustOS platform to implement the 'visit-to-earn' concept and offer tourists and resident citizens web3 incentives based on fungible tokens and NFTs.

• Both companies will present the project on 19 January at FITUR and will showcase the app's potential as a visitor flow manager, offering a commemorative NFT to users who take a virtual tour of different tourist sites in the established order.

The post Telefónica Tech and unBlock launch first Web3 Smart Tourism platform appeared first on Telefónica.

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