

# Telefónica Tech strengthens ‘The ThinX’, its IoT and Big Data lab



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Telefónica Tech opens its new laboratory The ThinX in Madrid, part of the global Innovation and Talent Hub that the Group launched in 2021 to consolidate its position as a leader in digitisation, with the aim of anticipating the growing demand for IoT and Big Data services, and to continue helping customers to digitally transform.

Telefónica Tech doubles its capabilities in this space for customers, partners and institutions around the world to discover the latest IoT and Big Data technologies, and develop or co-create with The ThinX team any cellular IoT project before its massive implementation. To this end, around twenty experts from Telefónica Tech and other areas of the Group work on the design, validation and optimisation of proprietary and third-party IoT, Big Data and Blockchain solutions using their platforms (Kite, Smart Steps and TrustOS) and the most appropriate cellular communication technologies (2G, 3G, 4G, 5G, NB-IoT and LTE-M) in each case.

In its six years of history, The ThinX has become one of the most advanced and best equipped IoT and Big Data spaces in the world. Here, pilot set-ups, proofs of concept, development and validation of IoT solutions are carried out to test the technical possibilities of the technology in advance and certify the compatibility of the system with Telefónica's networks. In this way, companies are able to save time and resources in the development of their projects, guaranteeing the quality of the final product.

The ThinX offers its capabilities and collaborates with technology companies, manufacturers of chipsets, modules, devices, communications networks, platform providers, engineering companies and certifiers. This ecosystem works together with Telefónica Tech customers to connect their assets, adding intelligence and knowledge to their business processes, in sectors as diverse as industrial, energy, retail, logistics and mobility.

Gonzalo Martín-Villa, CEO of IoT and Big Data at Telefónica Tech, said:

We are very proud that manufacturers, network providers and customers see our The ThinX lab as a reference space to test the different technologies on the market and guarantee the quality of their products. At The ThinX we bring together all our capabilities in IoT, Big Data, Artificial Intelligence and Blockchain to extract the maximum value from the information generated by connected devices and help companies make the most of the information they generate

The ThinX receives an average of 12 technical visits per month and since its inception in 2017 has worked on more than 700 IoT solutions with more than 500 manufacturers, partners and customers.

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