



# *THE* *THINX*

*Telefonica IoT OPEN LAB*

*Telefonica*




# 5G Barcelona

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5G Programme Manager





**Mobile World Capital** Barcelona is an initiative **driving the digital transformation** of society while helping **improve people's lives** globally

# Technology Programme

## Advancing the new connectivity

The 5G program aims to transform Barcelona, Catalonia and Spain into 5G centres for southern Europe, developing new 5G solutions and exploring the social, economic or talent return of the initiatives

The 5G program includes **5G Barcelona** and the **5G National Observatory**







5G Barcelona is a **public-private initiative** working to transform the metropolitan area of Barcelona into a neutral and open lab for the validation, adoption and testing of 5G technologies and use cases in a real-life environment

5GBarcelona **creates synergies** between the ecosystem and offers an infrastructure to test, validate and implement new digital services in the city of Barcelona. The initiative stimulates innovation in Barcelona, helping to attract foreign investment, the creation of companies and **generate a new industry around 5G technology**



## Workshops

Ideating future services

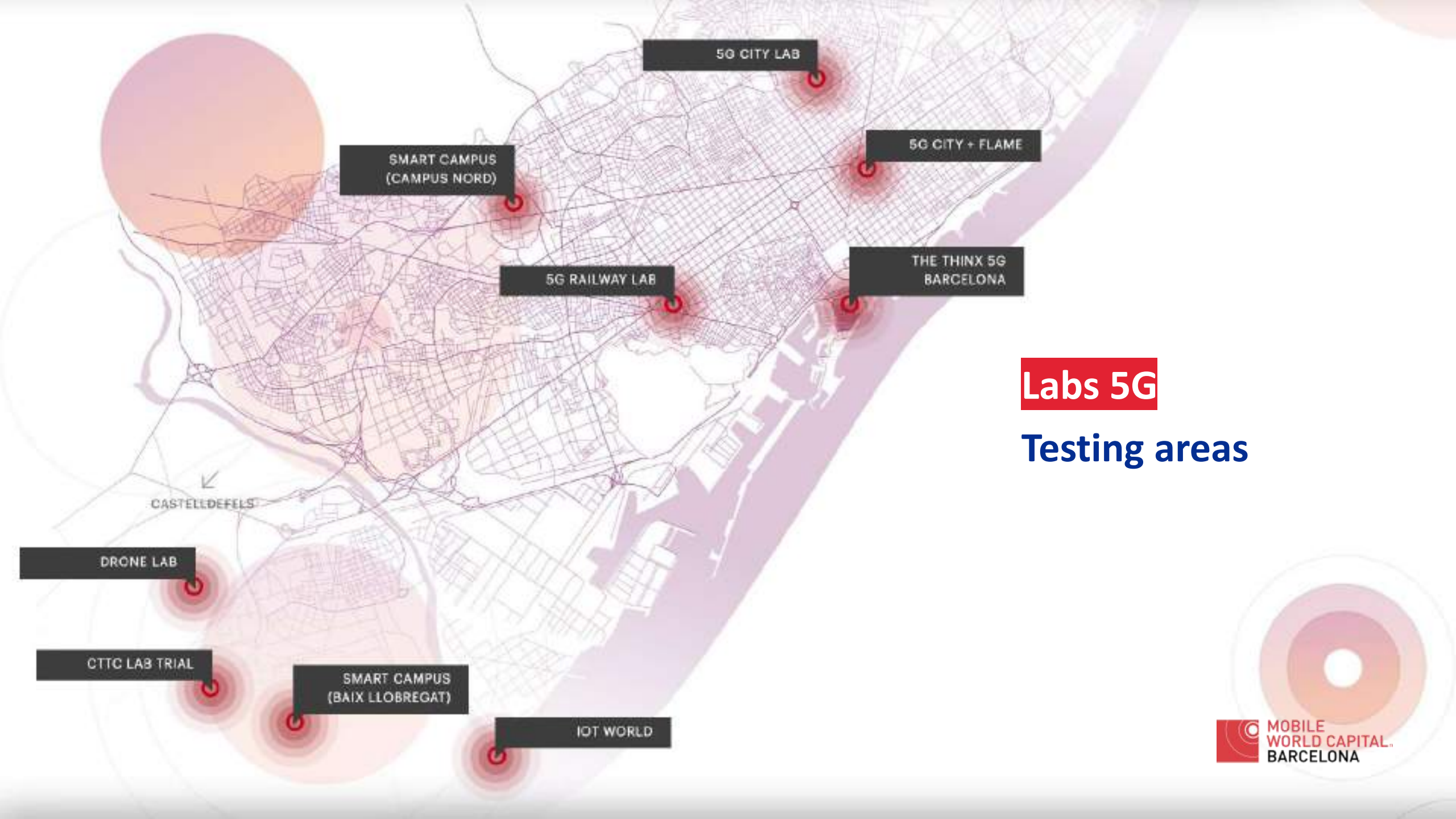




**Pilot project**

**Validating services**





## Labs 5G

### Testing areas



**Thanks!**

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< TELEFONICA INTRODUCTION



# 01. TELEFONICA, A REFERENCE IN THE IoT MARKET



- Positioned as "IoT leader" in Gartner's magic quadrant for **6 years in a row.**



- **Top 4 Telcos** world-wide in IoT services.
- **+24 millones** managed IoT SIM cards.



- **+1.000 professionals** world-wide focused on provide best in class IoT solutions.



- **+500 partners**, guaranteeing the best and more innovative e2e IoT solutions..
- **+700 roaming agreements**, providing global solutions.



## 01. INTERNATIONAL PRESENCE





# TELEFONICA OPEN INNOVATION



  
**Innovation Ventures**

16 Startups currently in the portfolio  
+100 non-direct investments in startups  
Limited partners in 11VCs  
Focus in SV, Israel, Brazil, Spain, UK, Germany.

  
Telefonica INNOVATION

+400 Active startups  
+25% working with Telefónica  
10 Countries with operations

  
**OPEN FUTURE**

36 spots  
+780 Accelerated Startups  
5 Countries with opeations

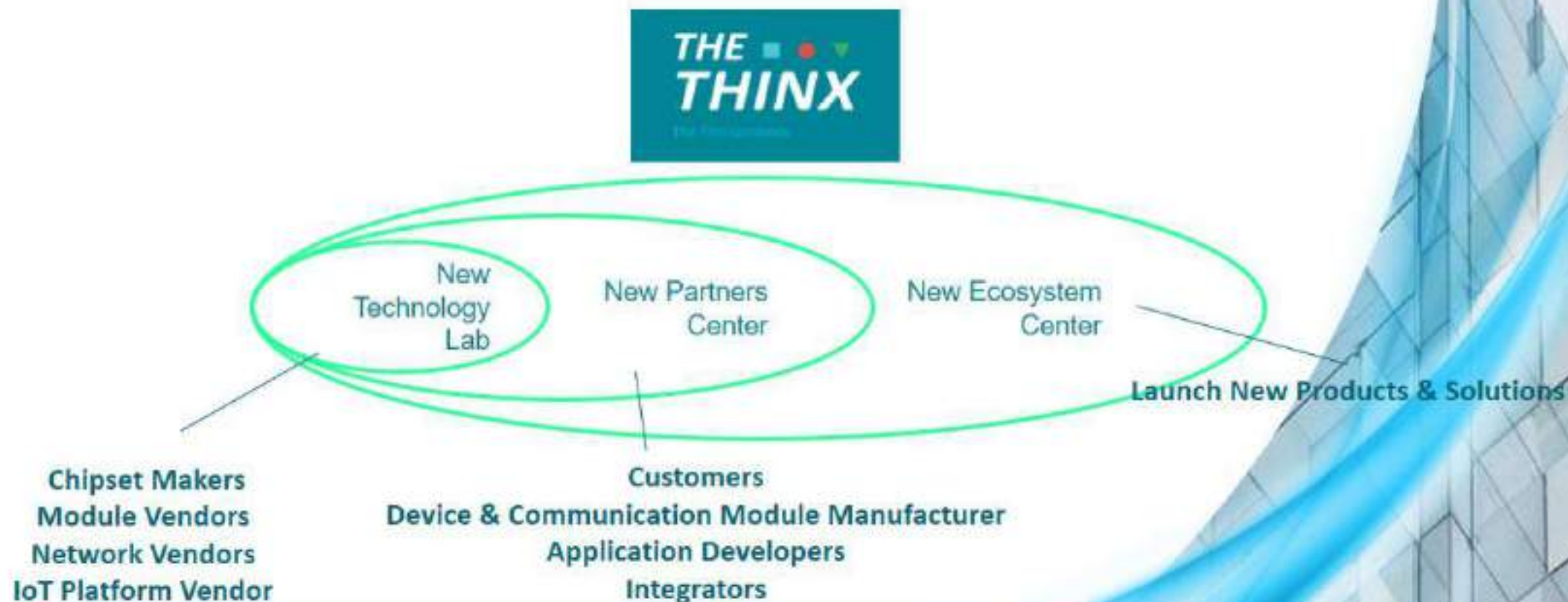
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< **THE THINX IOT OPEN LAB**



## 02. ¿WHY THE THINX?

Create ecosystem around NEW TECHNOLOGIES and CREATE NEW SOLUTIONS



# Creation of New Bussiness

## 02. BENEFITS

Partners

**E2E Testing**

**Shorten Go-To-Market**

Customers

**Simulate an  
environment  
guarantying a  
successful pilot**

**Reducing their costs  
with IoT**

Telefonica

**New Products & Solutions**

**Customer Engagement**

**Creating  
New Business**



## *Some Successful References*



### *ENGIDI*

- Wearable Technology located on workers helmet focused on updating work environments and improving safety
- WAYRA Accelerator Programme
- Option to enter in Telefonica IoT Product Catalogue



### *PANASONIC*

- E2e Gas Metering Solution
- Option to enter in Telefonica IoT Product Catalogue



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< SERVICES

### 03. ACTIVITY



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< **LOCATION**



## 04. THINX IoT OPEN LAB LOCATION



### Barcelona

Pl. Pau Vila,  
1, Sector C, 2nd floor.  
Palau de Mar Building.  
08039 Barcelona



## 04. THINX IoT OPEN LAB LOCATION



### Madrid - Almagro

Address: Calle Zurbarán 12, Madrid 28010. Spain.

Metro: "Alonso Martínez", Line 4.

Parking: Calle de Almagro, 11, 28010 Madrid





## 04. THINX IoT OPEN LAB LOCATION



### Ciudad de Mexico

Torre Telefónica, piso 4. Prolongación Paseo de la Reforma, nº 1200.

Colonia Cruz Manca.

Delegación Cuajimalpa de Morelos. C.P. 05349 - Ciudad de México



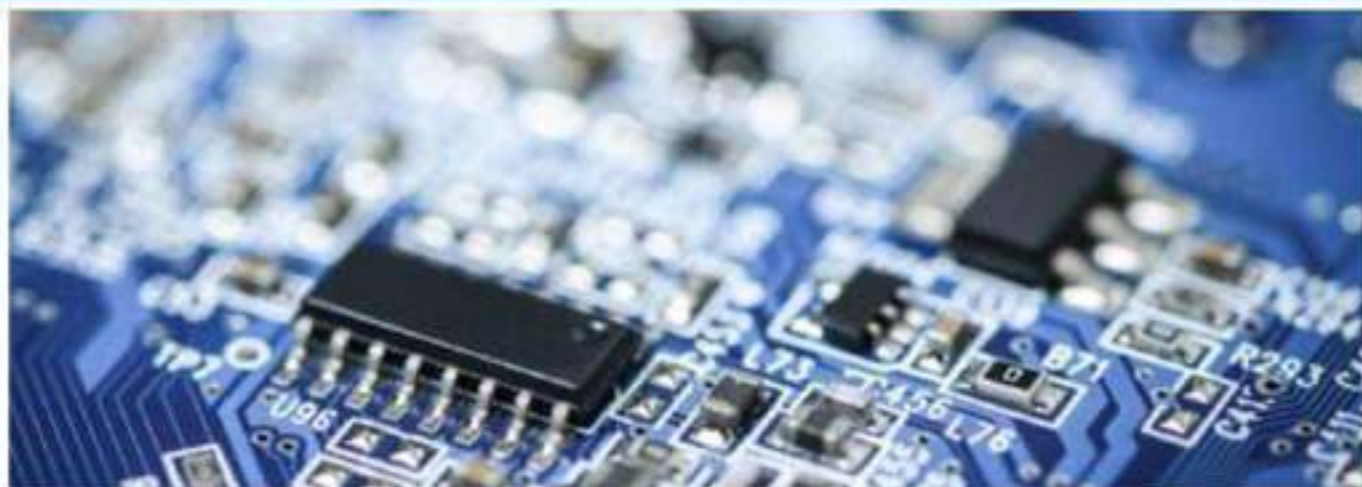


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< CONTACT

## 05. THINX CONTACT

Online Access Form: <https://thethinxportal.azurewebsites.net/>



Email Contact: [thethinx@telefonica.com](mailto:thethinx@telefonica.com)



The image features the Telefonica logo, which consists of the word "Telefonica" in a dark blue, italicized serif font, underlined. The logo is centered within a light blue circle. To the left of the circle is a white arc, and below the circle is a small black chevron pointing downwards. The background is a vibrant, abstract composition of overlapping, wavy, translucent shapes in shades of green, yellow, blue, and red, creating a dynamic, flowing effect.

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