

New Movistar Space in the heart of Madrid

A building you've always known, but that you're about to discover like never before.



Do you know about the new Movistar Space?

We're at the K.M 0 of innovation, technology, and entertainment where you can experience a universe of unique experiences. The space has a movie theater, a TV set, two content recording studios, a gaming space, the Movistar Café area and the signature Movistar store in Spain, where you can test the most innovative devices.

Telefónica Tech has contributed to transforming Telefónica's iconic building on Gran Vía 28, providing Smart Spaces solutions for the new Movistar Space.

It is a space that includes technology, entertainment, and all the legacy of a century of history that will share a 2,800 square meter, two-floor space that also connects with Espacio Fundación Telefónica.

A one of a one of kind space in the world!

The Technological Layer for a *Unique* Enclave

The Immersive Cube

This structure is composed of five four-meter high LED screens, where dynamic content will come to life, with surround sound and a system of aromas that offers a unique sensory experience.

It offers endless possibilities to enjoy events, exhibitions, and interactions.



The Fourth Facade

This 23-meter long and four-meter high LED screen is made up of four lateral panels and a central one that includes the Puerta de Centenario. The entrance will connect, in the most special moments, with the emblematic Mapas del Espacio Fundación Telefónica.

It offers a unique visual experience, with dynamic and changing content, thanks to the generative AI to show the most relevant data inside and outside the Movistar Space.

Sale in mobility

The most emblematic Movistar store in Spain!

We have implemented a mobile sales system in which each visitor will be able to self-manage their visit, know the agenda and interact with the space in a "phygital" experience.

An experience that goes beyond the limits of traditional retail.



Visitors Funnel

An end-to-end solution that combines insights from video analytics with our outdoor mobility data to provide an end-to-end view of the visitor's journey and profiling in the space.

This allows you to gain a deep understanding of the visitor flow, from the initial attraction in the vicinity to the point of care in order to enhance and personalize the experience, making each visit truly special



Why Telefónica Tech?

Telefónica Tech is the leading company in digital transformation. We have a wide range of services and integrated technological solutions for Cybersecurity, Cloud, IoT, Big Data or Blockchain.

Thanks to Smart Spaces solutions, we consolidate our leading position in technological solutions, integrating innovation, entertainment and culture to guarantee the best experience for our customers in a space like the emblematic Gran Vía 28 building in Madrid.