

TELEFÓNICA

A telecommunications company based on a comprehensive range of services and on the quality of connectivity provided by the best fixed, mobile and broadband networks. It offers a different experience in line with the company's own values and the protection of customer interests.

www.iot.telefonica.com/es/



Collaborating member of the Smart Destinations Network



DIGITAL CONTENT

Digital content is a mix of technological solutions that will **allow the digital transformation of a space through content**. The solution allows communication channels to be created to issue the content organisations want to share on screens located in any space.

This is an efficient, dynamic way to communicate with the target audience and provide up-to-date information in a centralised, quick and simple manner, while also enhancing the brand image and promoting products, services and information of interest.

They can also manage the whole experience, installing the hardware - whether touch screens, video walls, LED screens, projectors, augmented reality or another option - as well as designing the digital content, offering a complete E2E solution.

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

