



Telefónica presents its vision for smart cities based on M2M solutions

Telefónica is the global sponsor of the SmartCity Expo & World Congress, the first European event with a global focus on smart cities

Madrid, 29th November 2011. – Barcelona opens its doors today to the SmartCity Expo, the first European event with a global focus on smart cities. This is a forum in which companies in the sector, government bodies and research centres can share plans to drive sustainable economic and environmental growth in cities, as well as provide solutions to address growing population density.

In 2011, half of the world's population lives in cities and this number is expected to increase to 70% by 2050. Furthermore, by 2016, 30% will live in megacities, known as such because they will have a population of more than 25 million people.

With this in mind, Telefónica envisages wide use of ICT from ubiquitous communications and sensor networks to new procedures involving interaction between machines (M2M solutions). Integration and interoperability will be necessary for the solutions that are developed to support city infrastructures. Global sponsor of the fair, Telefónica's value proposal focuses on a combination of key components like energy, the economy, looking after the environment, health and safety.

Within this framework, Telefónica has presented today in Barcelona its vision of the development of future smart cities based on M2M (machine to machine connection) services, such as Smart Building, Smart Grid, Electric Vehicles and Telemedicine solutions, among others.

Telefónica is in the midst of the process of transforming itself to be a frontrunner in the new digital environment with the creation of Telefónica Digital, a new entity focused on seizing opportunities arising in the digital world and helping Telefónica grow through research and development, venture capital initiatives, global alliances and digital services like cloud computing, mobile advertising and M2M solutions.

About Telefónica

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation. Its activities are centered mainly on the fixed and mobile telephony businesses with broadband as the key tool for the development of both.

The company has a significant presence in 25 countries and a customer base that amounts to 300 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.563.996.485 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, Tokyo, New York, Lima, and Buenos Aires.

About Telefónica Digital

Telefónica Digital is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M and eHealth. Telefónica Digital will deliver these innovative products and services to Telefónica's 300 million customers as well as leveraging the power of the internet to enter new markets. Telefónica Digital has 100% ownership of Jajah, Terra, Tuenti and giffgaff. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv.