

*Telefonica*

# Movistar Living Apps, a new entry point into Spanish homes for companies

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One of the projects we are working on at Telefónica this year is giving external companies the opportunity to be present in our customer's home device & service ecosystems. This is done thanks to [Movistar Living Apps](#), and it means to be able to enhance access to their services by reinventing the way they connect with the user by means of our Home as a Computer (HaaC) platform.

Our technological solution allows the Living App to be run on any of the devices that make up the Home as a Computer (HaaC), which will consist of all the home devices, synchronised in omni-channel mode, without the need to install any kind of application on these devices.

In addition, we wanted to provide this new service-access experience a natural interaction, and so we are working on a Living Apps definition format which will allow the "Voice-Enabled" and "Touch" features to be enjoyed to the maximum.

It is not a question of taking a service's mobile app or website to the living room environment so the user can navigate from the TV, rather it is about developing and adapting these services to these new features, so that users can enjoy accessing the services in a totally different way.

With regards to partners we are now collaborating with, we are working on the final versions of the Movistar Living Apps for several companies, such as:

- **Air Europa:** in order to reinvent access to the airline's services such as the online check-in process or searching for flight and travel offers.
- **El Corte Inglés:** We have integrated it as a suggestions service on Second Screen, and provided the user with a new interface which allows them to manage a product wish list related to the content they are viewing.
- **Atlético de Madrid:** They have the most digitalised stadium in the world and they want to bring the experience of being in the Wanda Metropolitano to fans' homes. It will be a long process, but we have begun with a Living App that provides the user with information related to sports calendars, important events, merchandising, the weather forecast and FAQs.

At Telefónica we are continuing to work on this line in order to provide our users with a wide range of options, with the aim of making their day easier via all the partners who are developing applications in our HaaC environment. We will very soon announce new use cases and partners with whom we have already begun to work.

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