

Telefonica

Telefónica leads in intelligent connectivity through digital home devices

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People with people; people with objects and, finally, all connected to each other. Connectivity between devices has become a reality, and **Telefónica has become the leader in this type of connection within the digital home.**

This adoption of a fully connected digital home is influenced by several factors such as internet penetration. In this sense, Spain is four points above Europe as it has an ultra-fast broadband infrastructure. In addition, Telefónica's 5G network is already available in all the autonomous regions, with a leading offer of hyperconnectivity in Europe thanks to the combination with optical fibre.

Connected objects in the home have become a reality. For example, according to Telefónica's internal data, 18% of households with fixed broadband have a voice remote control. Users in 90% of these households consider it a useful device and say they use it mainly to "search for something concrete". Despite the growing importance of this type of devices supported by voice assistants and Artificial Intelligence, there are still a lot of improvements to be made. This allows both hardware and software to be further innovated and improved in the coming years. According to the report "Omdia, 2021 Trends to Watch: Smart Home", 42% of users who use voice assistants feel that these still need to improve speech recognition as they do not believe that they always recognise what the user is saying.

Telefónica wants to take advantage of this scenario and has already started to do so thanks to the infrastructure that the telecommunications company has been developing for almost a century. First it brought fixed communications to millions of Spanish homes. In the early nineties it launched the internet commercially and a few years later it was once again a pioneer in bringing ADSL and Wi-Fi connectivity to the home.

Telefónica after the next revolution

The digital home of Telefónica's customers in Spain is full of possibilities and human connections that aim to be closer. It is the place where thousands of decisions and key activities take place in people's lives. Therefore, **thanks to Hogar Movistar, the operator's ecosystem of services and devices and the Movistar+ platform, which are leaders in the market, are made available to the customer and encourage shared moments with the family to get the most out of the home.**

To enhance the Movistar+ experience, the company launched the new UHD Decoder in 2018 so that users can access content in Ultra High Definition (UHD) / 4K quality on their televisions. The device, which is self-installable, improves the experience of watching television content and the quality of the image. It also allows access to Netflix's content from the menu itself.

This road to reach the current situation has been followed continuously. Telefónica started its digital transformation process a few years ago. **This is the origin of Aura, Telefónica's virtual assistant with Artificial Intelligence.** Aura is the model of a solid relationship with the customer based on trust. It uses natural language, responds in real time, has personalised experiences and an omni-channel interaction. And now it has become the centre of the connected home. Thanks to the help of Artificial Intelligence, it enables unique and exclusive digital experiences for the family, with maximum security, privacy, and simplicity.

"Telefónica has been leading the home space for twenty years. We have the best connectivity (fibre), the best integrated service packages with a complete television offer and high value customers. In addition, we continue to be committed to innovation with our own technological developments and are leaders in Spain in bringing AI to our devices,

which is undoubtedly helping our customers to make the most of their relationship with Telefónica during this period when we spend more time at home," said Óscar Mancebo, Head of Digital Home Products at Telefónica.



For example, [Movistar Home](#) is the home device with Aura natively integrated, which facilitates and extends the customer's relationship with the services contracted with the company. By simply saying "OK Aura" or using the touch screen, users can control the Movistar+ television, make calls or video calls by reinventing the landline or request the password for their Movistar Smart Wi-Fi Router. Other functions have also been incorporated, such as listening to the news of the day, listening to podcasts, checking the weather, or boosting home automation by controlling the lights in the house with Phillips' Hue bulbs.

Current and upcoming news

This year the company has launched the [Voice Remote Control Movistar+](#), a new component of the home device ecosystem equipped with Bluetooth technology and the ability to interact with Aura. It allows you to control the television by voice in a comfortable and simple way without having to point at the UHD Decoder to do so. Simply by talking to the remote control, users can perform a multitude of things such as searching for content, asking for a recommendation, changing the language of the content they are watching, activating subtitles, navigating through menu sections, controlling playback or open and interact with the Movistar [Living Apps](#). These are applications available at Movistar+ which users can enjoy from the comfort of their home. They have been developed by Telefónica or other companies to offer new digital experiences in the home.



In terms of connectivity, Telefónica has reinvented it with the first device with Wi-Fi 6 connectivity in the Spanish market, the **Smart Wi-Fi 6 Amplifier**. The new equipment of the Smart Wi-Fi family offers the best performance and user experience in wireless connectivity thanks to the use of the latest Wi-Fi technology available on the market and its configuration of 12 internal antennas. **What does this mean? It means a connection speed 5 times higher than that of current amplifiers;** an improved coverage range that allows it to be extended by more than 30%; more efficient management of connected devices, which means an increase in the simultaneous data traffic of the equipment of up to 4 times; optimisation for IoT (Internet of Things) devices, ensuring minimum energy consumption by these devices.

Finally, the Router Smart Wi-Fi is the pillar of connectivity in the *Hogar Movistar* and guarantees to safeguard the privacy and control of the devices that have access to the Wi-Fi network in the home. It has a **mobile app** to control the connection status of the connected devices from any place, optimise the connection, secure surfing, create an alternative Wi-Fi network for guests at home, or personalise the name and password of the Wi-Fi network, among others. It also has the Living App Smart Wi-Fi so that users can access the devices connected to the network at home from the Movistar+ television, see the Wi-Fi password quickly or restart the router.

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