



MWC19TM
Barcelona

**INTELLIGENT
CONNECTIVITY**

GSMA Innovation City

25-28 FEB | Hall 4 | Fira Gran Via



About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators with over 350 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors.

The GSMA also produces industry-leading events such as:



For more information, please visit the GSMA corporate website at www.gsma.com.

Follow the GSMA on Twitter: @GSMA.



INTELLIGENT CONNECTIVITY

The Fusion of 5G, AI and IoT

INTELLIGENTLY CONNECTING EVERYONE AND EVERYTHING TO A BETTER FUTURE

T O M O R R O W

5G ERA: INTEROPERABLE NETWORKS

5G / 4G / 3G / MOBILE IoT / WIFI / FIXED BROADBAND / SATELLITE

Flexible, reliable, high-speed, low latency, high capacity networks



ARTIFICIAL INTELLIGENCE

COMPUTER IQ: 10,000+



Smarter platforms for enhanced decision making & automation

INTERNET OF THINGS

25 BILLION CONNECTED DEVICES



Everything will be securely connected enabling rich new products & services

T O D A Y

4G / 3G / MOBILE IoT



HUMAN GENIUS IQ: 140+



9 BILLION CONNECTED DEVICES



GSMA Innovation City

The GSMA Innovation City is a themed experience hosted by the GSMA that showcases the latest industry trends and is set right at the heart of MWC. Having established itself as a focal point for press and media as well as a highlight for many delegates and VIP tours the City demonstrates how mobile is transforming businesses and enhancing the lives of consumers globally. The City is promoted as a “must see” exhibit at all 3 Mobile World Congress events.



“The GSMA’s Innovation City is where they showcase some of the more progressed and realistic futuristic ideas.”

An aerial night view of Barcelona, Spain, featuring the illuminated Sagrada Família in the center. The city's dense urban landscape is visible, with lights from buildings and streets reflecting on the dark sky. The mountains in the background are silhouetted against the twilight.

GSMA Innovation City Barcelona

25 – 28 February 2019

Looking back at Innovation Cities:

GSMA Innovation City Los Angeles

12 September 2018

Exhibitors: BMW, Google, KT, Intel, IMR, Nokia, Unmanned Life, SenSat, Sierra Wireless...

GSMA Innovation City Barcelona

26 February 2018

Exhibitors: AT&T, Google, Huawei, KT, Cisco, IBM, Qualcomm, Turkcell, Ericsson, Vodafone...

GSMA Innovation City Shanghai

27 June 2018

Exhibitors: Huawei, KT, Cisco, Ford, China Mobile, MyFC, Thinfilm, Akyumen, IBM, Accenture, Qualcomm, McLaren, Peugeot...



A Snapshot of MWC18

Promoted as the “must see” exhibit space at MWC, the GSMA Innovation City frequently steals the show at the event:

- Prestigious location and pathway to keynote halls and conferences with over 40,000 unique visitors and 100+ media interviews conducted on GSMA Innovation City in 2018
- A key highlight of VIP tours, Industry, Press & Analysts as well as Royal visits. In MWC18, Innovation City had 101 press engagements, 77 original pieces of broadcast, print and online coverage, 16 broadcast features including BBC, CNN, Telecom TV, Reuters, Sky, Al Jazeera
- Dedicated press release and omni-channel promotions to 50,000 delegates and 28,000+ GSMA Membership contacts



HIGHLIGHT OF MWC18





IoT Security Demo



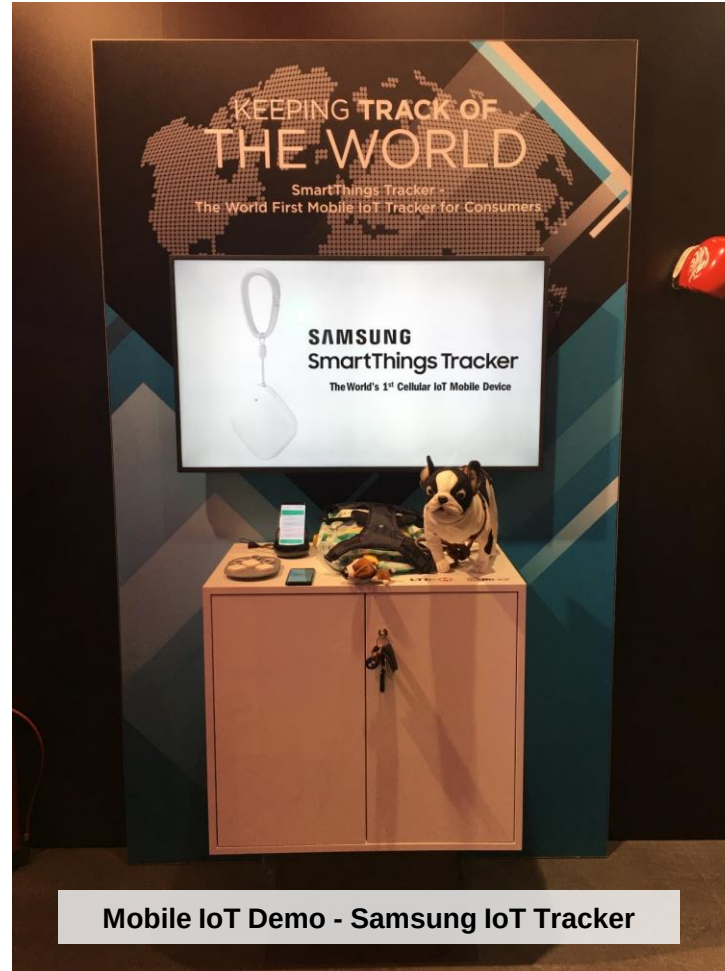
IoT Big Data Demo
Air Quality Monitoring



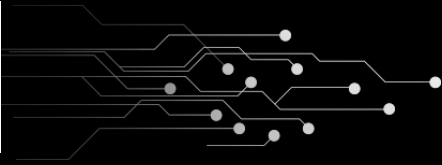
FC Barcelona
Smart Stadium Demo



Mobile IoT Demo - Samsung IoT Tracker



Director-General of GSMA punching hard at
The IoT Punch Boxer

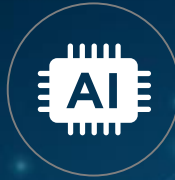


Calling for Demonstration Proposal to in the GSMA Innovation City

- Technology demonstration needs to include a combination of 5G networking (inc. Mobile IoT), AI / smart platforms and IoT devices. The fusion of 5G, AI and IoT will have a huge, positive impact upon the world
- Highly visible 3 dimensional, self-standing demos (with screens in a supporting role not the actual demo).
- The demonstration is immersive, innovative, appeals to emotions, is highly visible / photographable by City visitors, participative & is placed in a context, which is easy to understand
- Media friendly, new story and able to video/photograph with the journalist at the heart of the demonstration
- Full partner support with onsite experts with a financial contribution to creation and staging. Amount depends on demo.

This is an excellent co-marketing opportunity which brings visitors from Innovation City to partners' stands.

A series of internal discussions will be conducted by the Innovation City committee for assessing and qualifying the demonstration based on the theme of the GSMA Innovation City



Smart Platforms
With AI

Intelligent Connectivity – the next step
‘The confluence of high internet speeds, big data, the Internet of Things, analytics and artificial intelligence will fundamentally alter the way we live and work, intelligently connecting virtually every device, making our cities smarter and our lives easier and more productive.’
Mats Granryd, GSMA 2018



5G era
Mobile
Networks

Intelligent Connectivity



Everything connected



People



Houses



Infrastructure



Vehicles



Factories



Cities

the value created by
the fusion of 5G, AI and IoT

Intelligent Connectivity





Intelligent Connectivity will transform and enhance many different aspects of people's lives



INTELLIGENT CONNECTIVITY USE CASE EXAMPLE

Entertainment Everywhere

Cloud Based Mobile Gaming - Immersive gaming anywhere, without hardware costs
Dynamic Advertising - Personalised, interactive high definition video advertising

Connected Transportation

Autonomous Transportation - Convenient, safe, independent travel
Drone Delivery - Fast, secure unmanned delivery

Enhanced Public Services

Connected Care - Real time healthcare & homecare monitoring
Connected Crime Prevention - Video enabled detection and deterrence

Industrial Productivity

Real Time Robotics - Tactile Internet for automation
Remote training and education - Telepresence and learning

Sustainability

Proactive Environment Management - Reducing pollution in smart cities
Smart Agriculture - Enhanced food production & efficient distribution

Connectivity

Enhanced Mobile Broadband - Reliable, low latency, up to 1 Gigabit speed mobile broadband
Hyper connectivity – People & things will be seamlessly connected to any available networks

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<https://www.gsma.com/iot/>

GSMA IoT Newsletter

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