

From 19 to 26 February in Barcelona

Mobile Ready transforms consumer habits through the incorporation of digital solutions

- The fourth edition of this initiative, organised by Mobile World Capital Barcelona, offers six innovative experiences, centred on shopping and connected cars
- Free and apt for all ages, the features can be found at different points around the city: Veritas (C. Diputació 239), Casa Viva (Rambla Catalunya, 41) and Benito Sports (Rambla Catalunya, 81) as well as the Saba car park – Barcelona-Sants Railway Station (Plaça dels Països Catalans s/n)

Barcelona, February 19, 2016.- Mobile World Capital Barcelona (MWCB) launches the third edition of Mobile Ready, an initiative designed to provide visitors and Barcelona citizens with access to smart experiences. Mobile Ready 2016 includes pioneering digital initiatives demonstrating how mobile technologies can improve shopping and driving experiences in smart cities.

From now until February 26, coinciding with the Mobile World Congress, Mobile Ready will be present at supermarkets, stores and car parks in the city with different mobile solutions, applied to commerce and connected cars. In order to experiment with new digital trends in everyday tasks and anticipate the daily lives of Barcelona's citizens of tomorrow, MWCB presents a four-stop tour with different attractions at each:

1. Veritas (Diputació, 239): the experience allows customers to create a digital shopping list using three types of synchronised devices and solutions. The first, a mobile, tablet or PC with which to list the products. The second, a “connected kitchen” device (IoT) scans the barcode of the product you want to add to your list, or you can do so via voice recognition. And, finally, with kinnect technology you can “drag” the products you want from a 3D portrayal of a store shelf to your online shopping list.

Once your list is done, you can choose between receiving your purchase at home, picking it up at the store, or at a Saba location (experience 4). You will also be able to see a 3D printer of healthy food.

In the store section you will be able to see your virtual shopping list directly added to your shopping cart, alerting you when the cart approaches each of the products on your list as you make your way through the supermarket. In addition, store shelves will feature projections offering more audio-visual information on products. With the digital payment mode registered you can go through check-out (the system recognises and charges you directly), or simply stop to validate your purchases using your mobile phone.

Technological developers: Worldline, Labs4Glass, NU4MAT and Natural Machines.

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2. Casa Viva (Rambla Catalunya, 41): the items in the store's catalogue will be viewable in a virtual room using virtual reality goggles (*Oculus Rift*). The users will be able to see how these real objects look in simulated environments, and place them in different locations.

Technology developers: Visyon

3. Benito Sports (Rambla Catalunya, 81): a digital adventure simulator allows customers to enjoy extreme sport sensations thanks to *Oculus Rift* goggles. The platform also features movement and wind effects to provide even more realistic simulations.

Benito Sports will also offer an interactive table with digital projections containing information on each product.

Technology developers: Visyon and Xtrematic

4. Saba car park – Barcelona-Sants Railway Station (Plaça dels Països Catalans s/n): reserving, accessing, and paying for a parking space without getting out of your car, in collaboration with SEAT, or picking up a purchase made at a Veritas supermarket thanks to the click & collect service, are experiences available at one of the city's first smart car parks.

Partners: SEAT, Saba, NXP, Salto Systems and Mobile Knowledge.

mLiving

mLiving promotes the smart revolution in strategic areas of the city, like Tourism, Retail, Transport and Citizen Services.

The programme's objective is to make Barcelona an international landmark as a tourist destination, and to promote the development of mobile services enhancing people's interaction with the city.

Mobile World Capital Barcelona

Mobile World Capital Barcelona is an initiative driving the mobile and digital transformation of society while helping improve people's lives globally.

With support of the public and private sector throughout Barcelona, Catalonia and Spain, MWCcapital focuses on three areas: the digital empowerment of new generations, professionals and citizens; the digital transformation of industries; and the acceleration of digital innovation through entrepreneurship.

Collectively, our mSchools, mHealth, mLiving, mVenturesBcn programmes are positively transforming the health and education system, the industry, and the economy.

MWCcapital hosts the Mobile World Congress and delivers 4 Years From Now [4YFN], a business platform for the startup community.

Visit www.mobileworldcapital.com

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