What is the meaning of this new net icon?

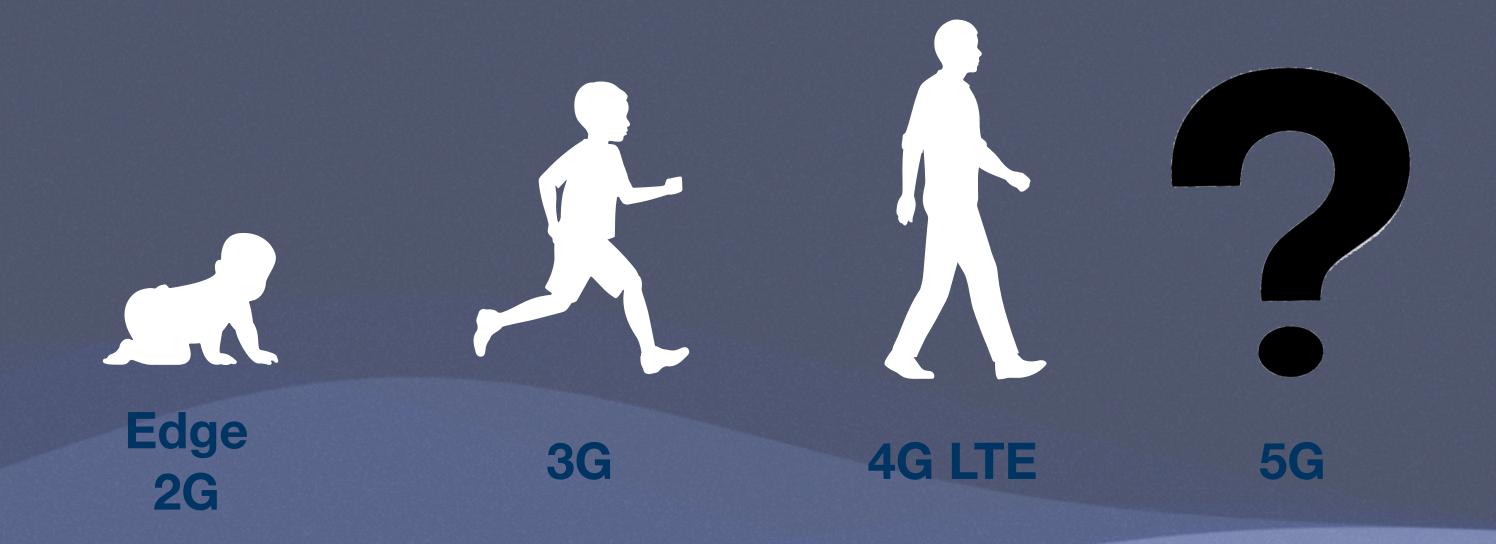
"The New Use Cases for new Audiences"

By Hector Salas



The user behavior is the key point for 5G success

- ** The mobile connectivity, the new human contact
- *New experiences and communities "ad hoc" for the same world
- **** Virtual Spaces Creation**
- * Knowledge development
- ** Services, devices and user insights



The New Parties 5G Play Network



The Users Universe - Players

Solutions and services - Game

Connectivity providers - Stadium





5G Uses Cases Creation

Identify Specific Market Audiences

Design a strong and value concept

Evaluate the services and products scalability

Develop a new bridge communication by the CEX

Empowered the customers by knowledge assets

Focus and Follow up the customer insights