

What is the meaning of this new net icon?

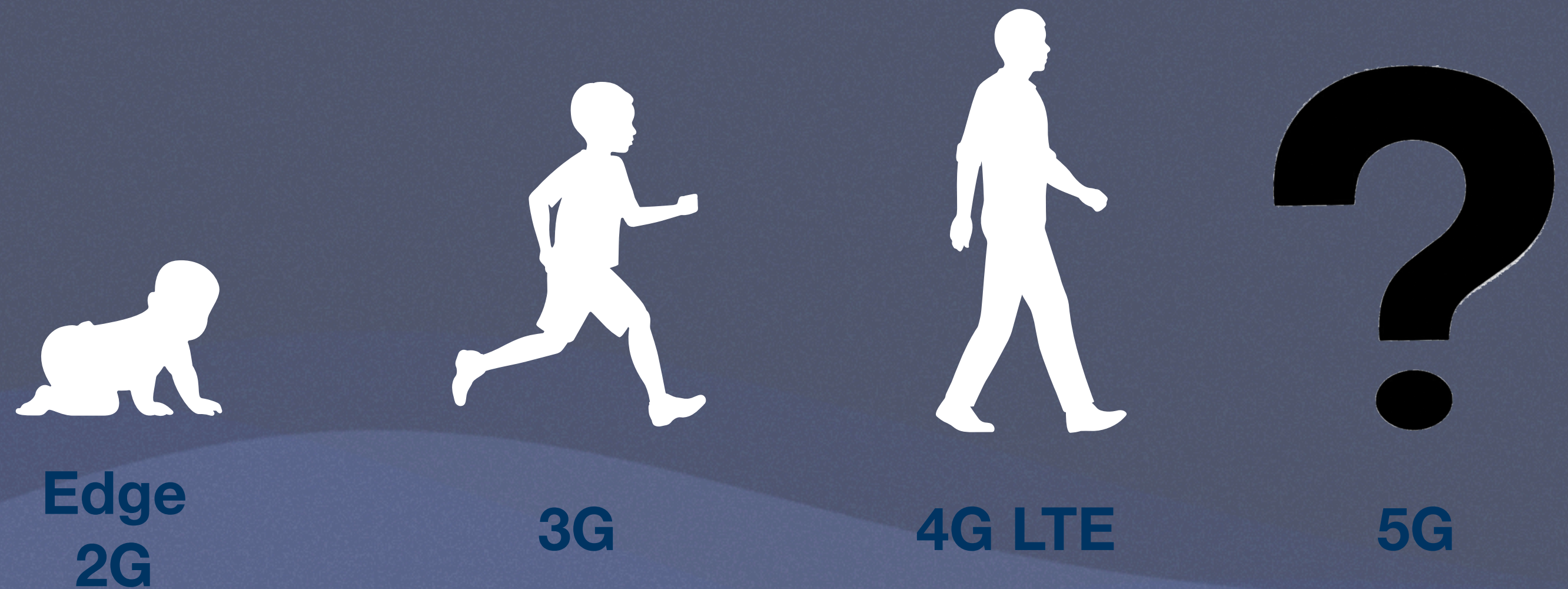
“The New Use Cases for new Audiences”

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

