

MWCapital presents "Remember the Future", a journey to the Barcelona of the future

- Visitors will be able to experience the creation of a prototype of a 'digital twin' of their heart, design personalised garments using Artificial Intelligence, make popcorn with the battery of an electric car or pilot the first simulator of a *hypercar*.
- The space will host debates with experts on the technologies that are shaping the future in key sectors such as health (Barcelona Supercomputing Center), fashion (Desigual), energy (Wallbox) and automotive (Hispano Suiza).
- The programme is part of 'Remember the future', the proposal that MWCapital is presenting this year at MWC that covers the past, present and future of the sectors that have transformed the industry and that have placed Barcelona as a global benchmark.



The CEO of Mobile World Capital Barcelona, Francesc Fajula, explaining the gamified experience of the first virtual simulator of Hispano Suiza to Felipe VI, King of Spain

Barcelona, February 26th 2024.- Mobile World Capital Barcelona presents at MWC Barcelona 2024 'Remember the future', a gamified experience that invites visitors to learn about Barcelona's technological leadership through a journey back in time from the past to the future of different sectors such as health, fashion, energy or automotive.

At the foundation's stand, users will be able to see originals of some of the most revolutionary inventions of the last century, experience an immersive journey through the four great industrial revolutions (from mechanics to electricity, through digital, to AI) and participate in four

experiences to understand how technology and innovation are shaping the future of four leading sectors. In addition, MWCcapital will host a dozen presentations and debates with experts about Artificial Intelligence, as well as the presentation of technological development programs at international and local levels. All this, with a focus on a more sustainable, more resilient, and more *human-centered technology*.

"Barcelona has always been synonymous with the future," argues **Francesc Fajula**, CEO of MWCcapital. In an environment of transformation such as the current one, "technology is the accelerator of advances that will change society and the economy as we understand them today. That is why we want to highlight the associated opportunities that it entails and the challenges that lie ahead of us to consolidate an equitable, fair and, therefore, more sustainable digital future," concludes Fajula.

A journey to the Barcelona of the future through industry

To carry out this journey, MWCcapital has established strategic alliances with leading companies and institutions in technological innovation in different key sectors. In collaboration with the Barcelona Supercomputing Center (BSC), a prototype of a digital twin is presented to research health and personalize medicine, while Desigual is carrying out a fashion design laboratory based on Generative Artificial Intelligence in our stand. On the other hand, MWCcapital and Wallbox exhibit efficient energy solutions for homes and vehicles, to publicize new energy models. In addition, MWCcapital and Hispano Suiza present a virtual simulator for driving an electric *hypercar*, to bring the congressman closer to the future of the electric automotive industry.

About Mobile World Capital Barcelona

Mobile World Capital Barcelona is a public-private foundation that promotes the digital development of society to build a more inclusive, equitable and sustainable future through the humanistic use of technology. MWCcapital contributes to positioning Barcelona as a global benchmark in the digital field and consolidating MWC's legacy throughout the year by promoting initiatives in the field of technology transfer, the promotion of digital talent, the development of innovative technological projects with social impact and the generation of knowledge. MWCcapital hosts MWC in Barcelona, is the founder of 4YFN and connects citizens with the latest digital trends through Jump2Digital and Tech&Play.

For more information:

Estel Estopiñan – eestopinan@mobileworldcapital.com +34 656 25 83 94

Emily Henley – ehenley@mobileworldcapital.com - +34 673 004 102Sergi López –

s.lopez@romanrm.com - + <mailto:s.lopez@romanrm.com> 34 649 354 568