

Mobile World Congress Barcelona 2025

## Cellnex presents the infrastructures that will address the increasing mobile data growth

**More infrastructure will be needed to densify the network and ensure coverage and capacity, especially in urban areas**

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**Barcelona, 19 February 2025.** Cellnex is taking part in the **Mobile World Congress (MWC) 2025**, the benchmark event for the telecommunications sector, taking place in Barcelona from 3 - 6 March, held this year under the central idea of *Converge. Connect. Create.*

Cellnex, the European leader in wireless telecommunications infrastructure, and present in 10 countries with a portfolio of more than 110,000 operating sites, will be at **stand (4C50) located in Hall 4 of Fira Gran Via** in l'Hospitalet, presenting the type of infrastructure that will make it possible to address the exponential growth in data consumption, driven mainly by new services based using AI, video streaming and other data-hungry apps. This will require more infrastructure to densify the network, thereby guaranteeing its quality, coverage and capacity, especially in very dense areas where data demand will be greater, such as in urban areas.

Telecommunications infrastructures are essential for our daily communications. Without infrastructure there is no connectivity. In urban areas, the first step towards a more densified network is to roll out infrastructure on rooftops (macro densification). However, when a mobile operator needs to densify the network even further, solutions such as Small Cells or outdoor DAS are deployed closer to the end user to relieve the capacity of the macro and optimize spectrum use (micro densification).

To explain these and other solutions, Cellnex will receive visitors in front of a large screen that will allow them to “travel” to strategic points in some of Europe’s main cities: Barcelona, London, Paris, Milan and Warsaw. At these locations, they will see how Cellnex integrates its telco infrastructure into street poles, buildings and other elements of the urban landscape, guaranteeing mobile operators –its customers– both indoor and outdoor coverage and capacity.

### **A European Focus**

At this year's stand, an interactive map of Europe will also make it possible to “travel” to the countries in which the company operates and learn about various local projects that have been game changers thanks to connectivity. Notable amongst these is the project deployed on the Barcelona coastline, inaugurated for the America's Cup; on the Paris metro for the Olympic Games; on the beaches of the Algarve in Portugal, or in Sweden, where deploying real time video streaming on Cellnex towers helps emergency rescue helicopters in the event of adverse weather conditions.

Over the course of the MWC, Cellnex will also take part in several forums, including the Tower & Fiber Forum, organised by the GSMA, and will host several sector meetings, including the Polish and Italian telecommunications sector meetings.

### Space for start-ups of the Cellnex Bridge programme

For the second year running, the start-ups that are participating in the [Cellnex Bridge](#) programme promoted by the Cellnex Foundation will also be present at the Cellnex stand. This project has now run for four years, accompanying social impact projects that reduce digital, social and territorial gaps, and projects that contribute to environmental sustainability or the fight against climate change.

The founders of **Atom H2**, **Domotik Mind**, **StartKidsUp**, **Talxapp** and **Vamos Rural** will be at the Cellnex stand to present their projects first-hand:

- [Atom H2](#) offers a modular on-site hydrogen generation and storage system, using surplus renewable energy and produces only water as a by-product. Its metal hydride technology allows for safe and long-lasting storage, which is ideal for remote locations.
- [Domotik Mind](#) offers a monitoring service for dependent people using artificial intelligence. Its sensors respect privacy while monitoring in real time, detecting emergency situations and requesting necessary help.
- [StartKidsUp](#) develops social and emotional skills in children and adolescents to prepare them as actors of change in a technological world. It offers extracurricular activities, teacher training and curricular projects that promote entrepreneurship and leadership.
- [Talxapp](#) helps people with disabilities through innovations in software and distributive manufacturing. Its flagship product, TalX, is an “inclusive WhatsApp” that connects people with disabilities with their social environment and the services they need.
- [Vamos Rural](#) helps small producers and hosts to digitalise their tourism offer at no additional cost. It has created a platform that allows users to book directly with local suppliers, ensuring that more than 85% of the revenue stays in the community.

In this way, Cellnex joins the **spirit of 4YFN** that seeks to energise and enhance the entrepreneurial ecosystem and showcase it at one of the most important global forums in the sector.

### Sustainable stand

For the second year running, and in line with Cellnex's commitment to the environment and climate change, the Company has incorporated sustainability criteria into the design, construction, operation and end-of-life project of the materials used for the stand that will help to minimise its impact and reduce the carbon footprint generated by this activity.

Both the construction of the stand and the material used during the days of the event and the end-of-life of all these materials have been chosen meticulously using sustainability-at-source certifications, and were designed to reduce and limit the carbon emissions they generate as much as possible. Likewise, after the event, Cellnex will compensate any stand emissions that could not be reduced, by acquiring compensation credits in the voluntary emissions market, thus achieving carbon neutrality.

### About Cellnex Telecom

Cellnex is Europe's largest telecommunications towers and infrastructures operator, enabling operators to access a wide network of telecommunications infrastructures on a shared-use basis, and thus helping to reduce access barriers and to improve services in the most remote areas. The Company manages a portfolio of more than 130,000 sites, including forecast roll-outs up to 2030, in 10 European countries, with a significant footprint in Spain, France, the United Kingdom, Italy and Poland. Cellnex, which is listed on the Spanish Stock Exchange, is part of the selective IBEX35 and Euro Stoxx 100 and enjoys outstanding positions on the main sustainability indices such as CDP, Sustainalytics, FTSE4Good, MSCI and DJSI Europe.

For more information visit [Cellnex Telecom](#)