

# Microsoft at MWC Barcelona

February 24-27, 2020

Fira Barcelona | Gran Via | Hall 3 | Booth 3N10

## Agenda

### Monday, February 24, 2020

12:20 – 13:30

#### [A world of immersive art](#)

##### **Congress area | 4YFN | xside stage**

Todd Eckert, Founder and CEO of Tin Drum will be speaking from the perspective of an artist leaning into technology to create an art immersive experience using Microsoft technology.

**Speaker:** Todd Eckert – Founder and CEO of Tin Drum

15:30 – 19:00

#### [Microsoft and SAP Disruptors Summit: The Future of Innovation - Registration is required](#)

##### **Hall 8 | Theatre District | Theatre F**

Explore the future of innovation at The Disruptors Summit at MWC 2020, registration is required. Sponsored by Microsoft and SAP, the Summit will feature real-world lessons from innovators who have disrupted products, companies, and industries -- for the better.

**Speaker:** Julia White, Corporate Vice President, Microsoft Azure

15:45 - 16:30

#### [Maintaining brand relevance through experiences](#)

##### **Hall 4 | Auditorium 3**

In this session, brands will showcase the unique experiences they have created for their consumers and highlight the technology and connectivity that made them possible.

**Speaker:** Jeff Hansen, GM Microsoft Brand Studio

### Tuesday, February 25, 2020

11:40 – 12:00

#### [Future AI techniques and potential applications in telco](#)

##### **Hall 4 | AI innovation centre**

AI next: in this session we will discuss new techniques and use cases such as mixed reality, intelligent voice models and other cognitive technologies that are driving forward development of future services in the telecom sector, as well as emerging capabilities such as reinforcement learning for autonomous and optimized environments.

**Speaker:** Rashmi Misra, GM AI Platforms Business Development, Microsoft

### Wednesday, February 26, 2020

12:30 – 13:30

#### [AI and autonomous driving](#)

##### **Hall 4 | Auditorium 2**

Autonomous driving technology is now a reality. If forecasts hold true, autonomous vehicles (AVs) operating as taxi fleets without human safety drivers could be in widespread use in cities around the world by 2030.

**Speaker:** GM, AI and Robotics Incubation, Microsoft

15:45 - 16:45

#### [The role of technology in bridging the digital divide](#)

##### **Hall 4 | Auditorium 2**

With the onset of 5G, and quick advancement to handset technology, this discussion needs to be at the forefront of developers' minds. Product design, accessibility and inclusion are certainly not nice to have, but a must.

**Speaker:** Fatema Kothari, Senior Program Manager, Airband Initiative, Microsoft

## Engage with us:

#### **Visit our Microsoft booth | Gran Via | Hall 3 | 3N10**

Visit our booth to experience demos on our latest innovations in Azure edge computing and networking. Learn about new IoT offerings, and how blending the digital and physical worlds can drive deeper, more immersive human connection and collaboration with mixed reality.

#### **Set up a one-on-one briefing with Microsoft**

Meet face to face with Microsoft executives and other thought leaders and industry experts.

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