

Fontech Presents its New Communication Campaign at Mobile World Congress

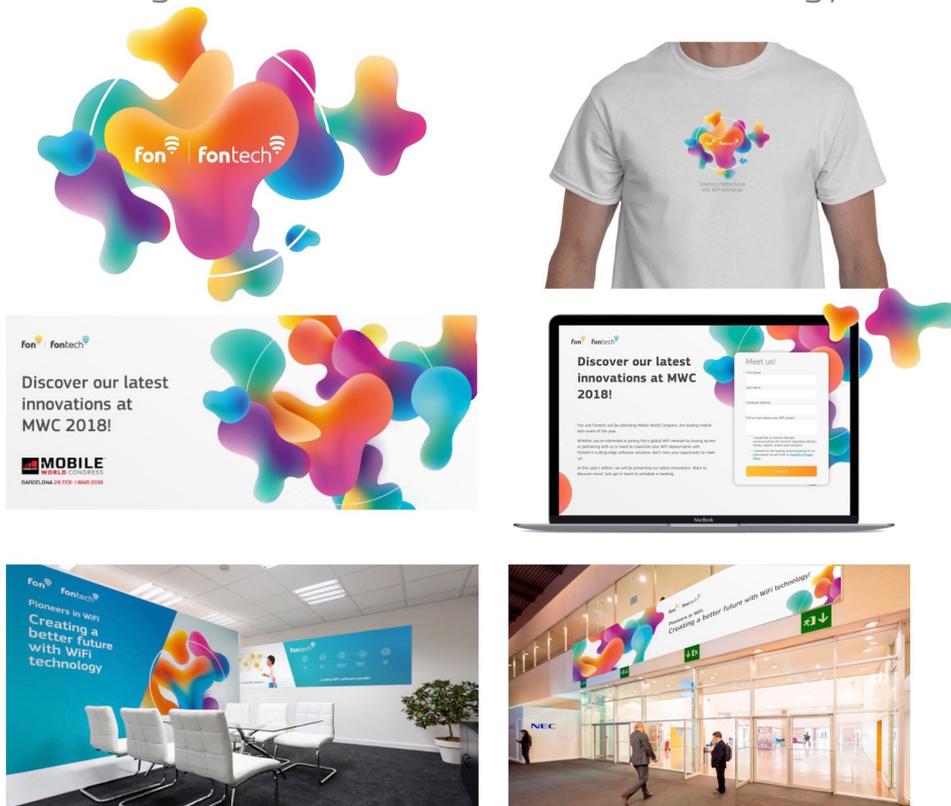
27 FEBRUARY 2018. MADRID & BARCELONA. - Fontech, the technology arm of Fon and leader in WiFi solutions for operators and enterprises, has presented its new communication campaign at Mobile World Congress to showcase the brand. Activating the multi-channel campaign through online and offline advertising activities, social media, and public relations, the principal objective is to solidify the brand's position as a technological leader.

This week, Barcelona is the focus for the world of technology and innovation. The world-renowned mobile tech event is expecting to receive 108,000 visitors, bringing together the most important brands and companies across the industry.

Maria Rodriguez Juez, Director of Marketing, Communication, and Design at Fontech, who is responsible for the campaign and overall brand image, commented, "For us, the year really kicks off at Mobile World Congress. It is the most important mobile event on the global stage, where we meet with leaders of the biggest telecommunications companies to talk about the future of WiFi. Which is why we've launched this futuristic and eye-catching campaign that conveys our energy and passion. With 5G on the way, we visualize a new and exciting future for the telecommunications industry, where technology will connect things as well as people, and WiFi will be a main player."

With the objective of increasing brand visibility on an international scale, the company has activated this campaign shortly after launching its new brand, Fontech, to the market. Both the design and creative concept were developed internally by Fontech's Communication, Marketing, and Design Team. The holistic campaign includes online advertising, the creation of a series of landing pages, advertising in Fira Barcelona, a comprehensive social media campaign, public relations activities, and a variety of merchandising materials, with the primary objective of publicizing the company's full technological offering, as well as lead generation.

Creating a better future with WiFi technology



Fontech has developed a creative concept based on innovation, as well as the technological revolution that is transforming the entire industry. The visual is made up of fluid, digitally native forms, similar to WiFi in nature, that represent the perfect symbiosis between innovation, technology, and the future. Finally, the circle symbolizes the continuous connectivity that we have all grown to expect.

For more information regarding the creative idea and Fontech, watch this [video](#).

About Fontech

Fontech, the technology arm of Fon, makes managing and operating WiFi smart and simple for operators and enterprises. Our portfolio of software-based solutions and team of experts empower our clients to deliver carrier-grade WiFi services in a secure, scalable, and uniquely flexible way, enabling an exceptional WiFi experience for their customers. We are the trusted WiFi software provider to top-tier global telcos and enterprises such as the Deutsche Telekom Group, SoftBank, Telstra, and Vodafone Group. More information at fontech.com

Fon is the global WiFi network. We pioneered residential WiFi sharing over a decade ago and, together with leading telcos, we've built the world's largest WiFi community of over 21 million hotspots. We are experts in keeping people seamlessly connected by aggregating residential and prime public WiFi footprints, as well as facilitating interconnection between WiFi networks. Our global clients include AT&T, British Telecom, Eircom, KPN, Proximus, Travel Club, and Virgin Mobile. Discover more at fon.com

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