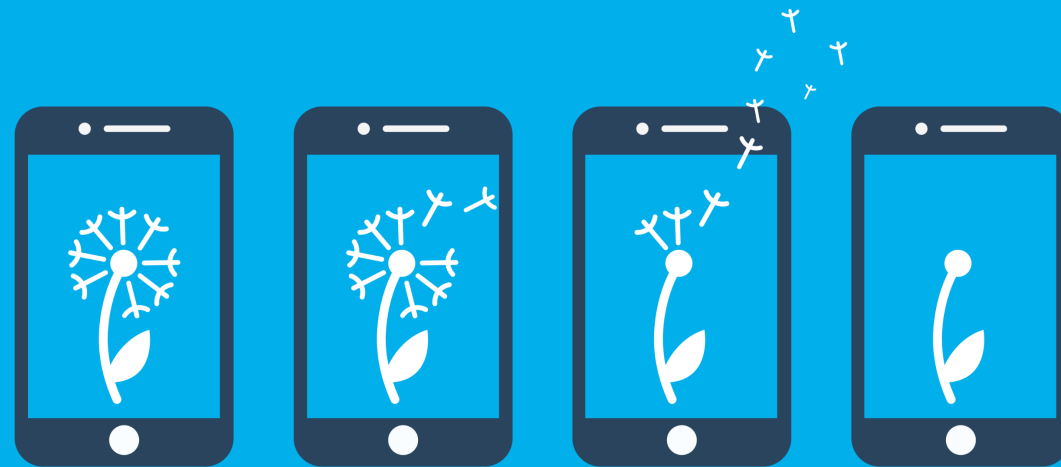


Movistar

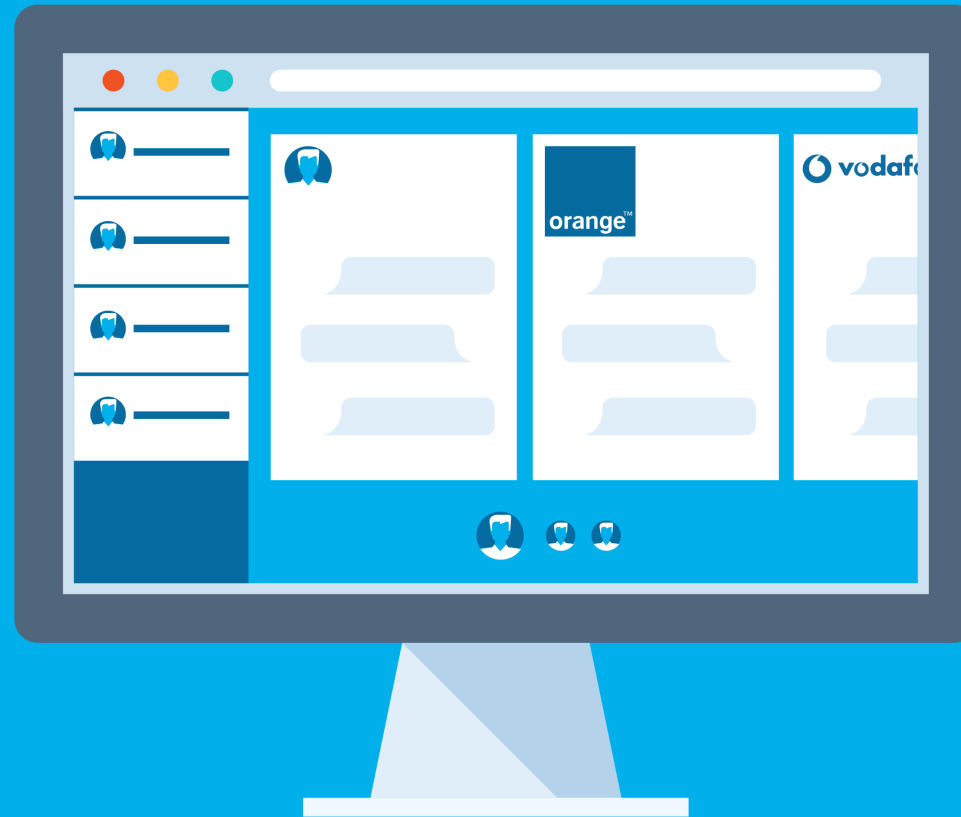
Ephemeral



Brand Design for TU Go APP

Movistar

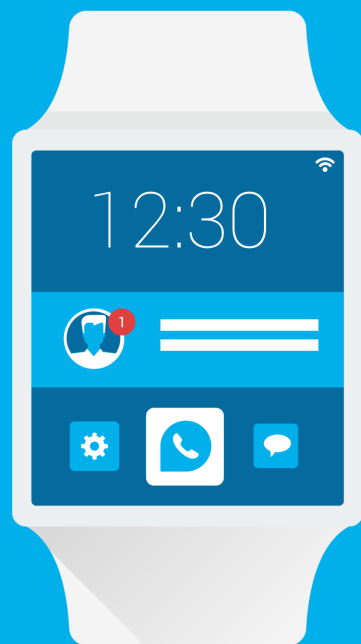
TU Go Lite



Video Calls

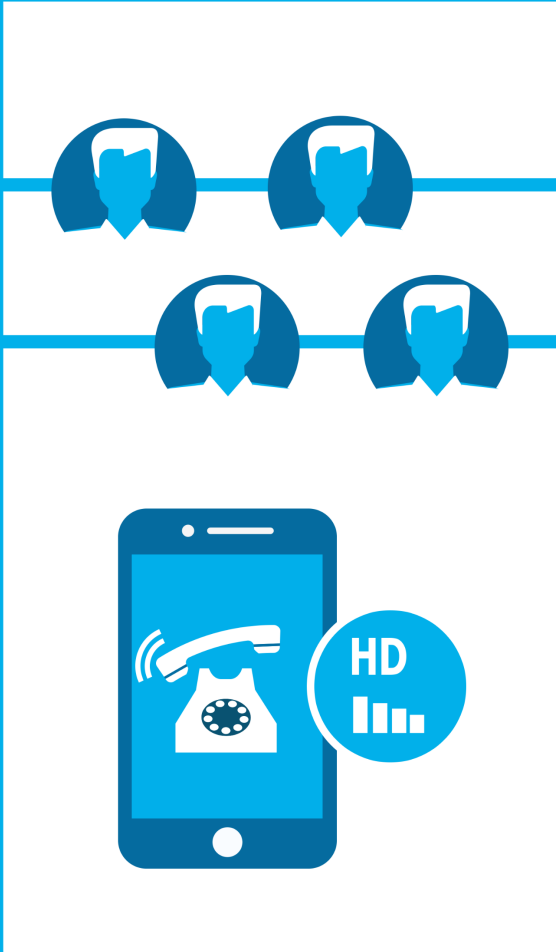




Wearables



Movistar

On-Net & HD

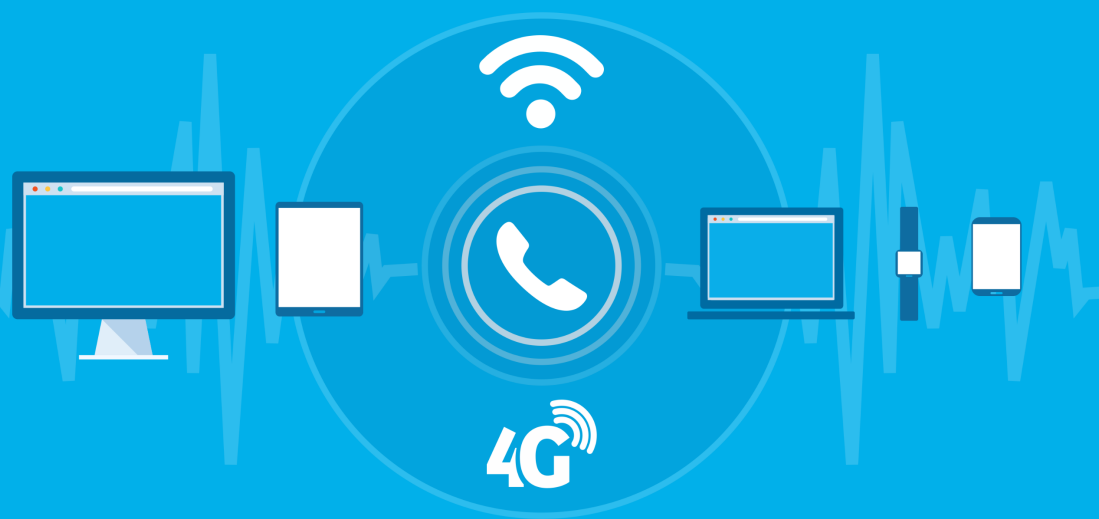


The central graphic is a white rounded rectangle on a blue background. At the top, it says "On-Net & HD". Below this, there are four stylized blue avatars of people's heads arranged in two rows of two. A horizontal line passes through the middle of each row. Below the avatars is a smartphone icon with a white telephone handset on its screen. To the right of the phone is a blue circle containing the text "HD" and a small bar chart icon. To the left of the phone is the "TU" logo in white. To the right of the phone is the "go" logo in white.

Brand Design for TU Go APP

Movistar

Call Handover



Ephemeral



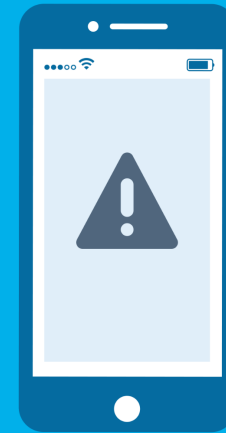
7 secs



4 secs



1 secs




Link expired

Brand Design for TU Go APP

Movistar

TU Go Lite



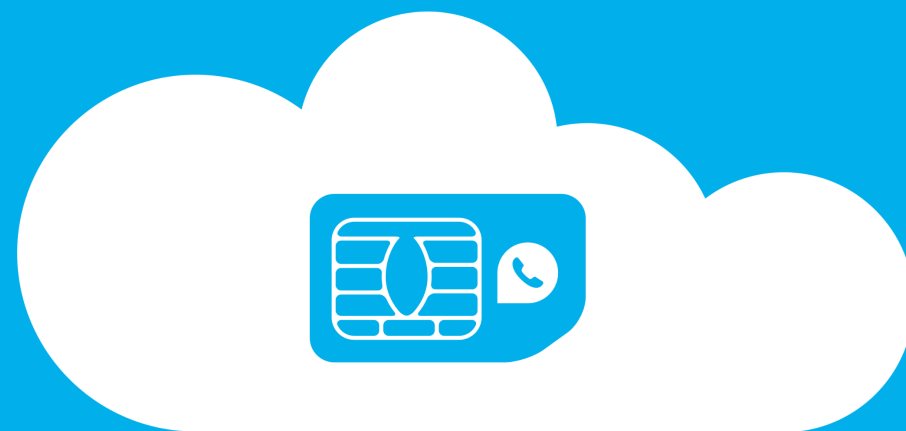
vodafone Personal oi Claro

The image shows a blue rounded rectangle containing the text 'TU Go Lite' at the top. Below the text are four identical call icons, each consisting of a white telephone handset inside a white circle, with a small circular avatar of a person's face below it. Underneath each icon is a brand name: 'vodafone', 'Personal', 'oi', and 'Claro'. The background of the slide is light blue with various white geometric shapes like triangles, circles, and lines.

Brand Design for TU Go APP

Movistar

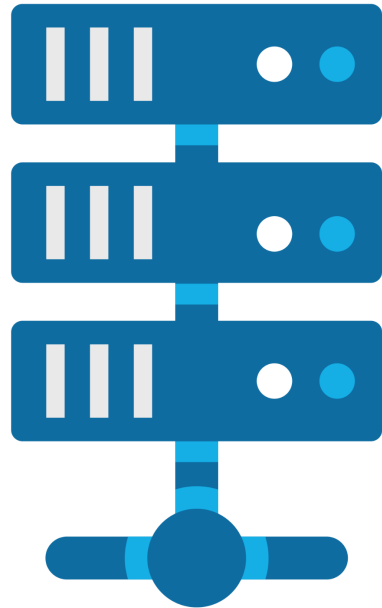
Virtual Sim



Groups & Web Links



Ramping DCs & infrastructure



Call Handover



Group Calls



Media Sharing



Virtual Sim

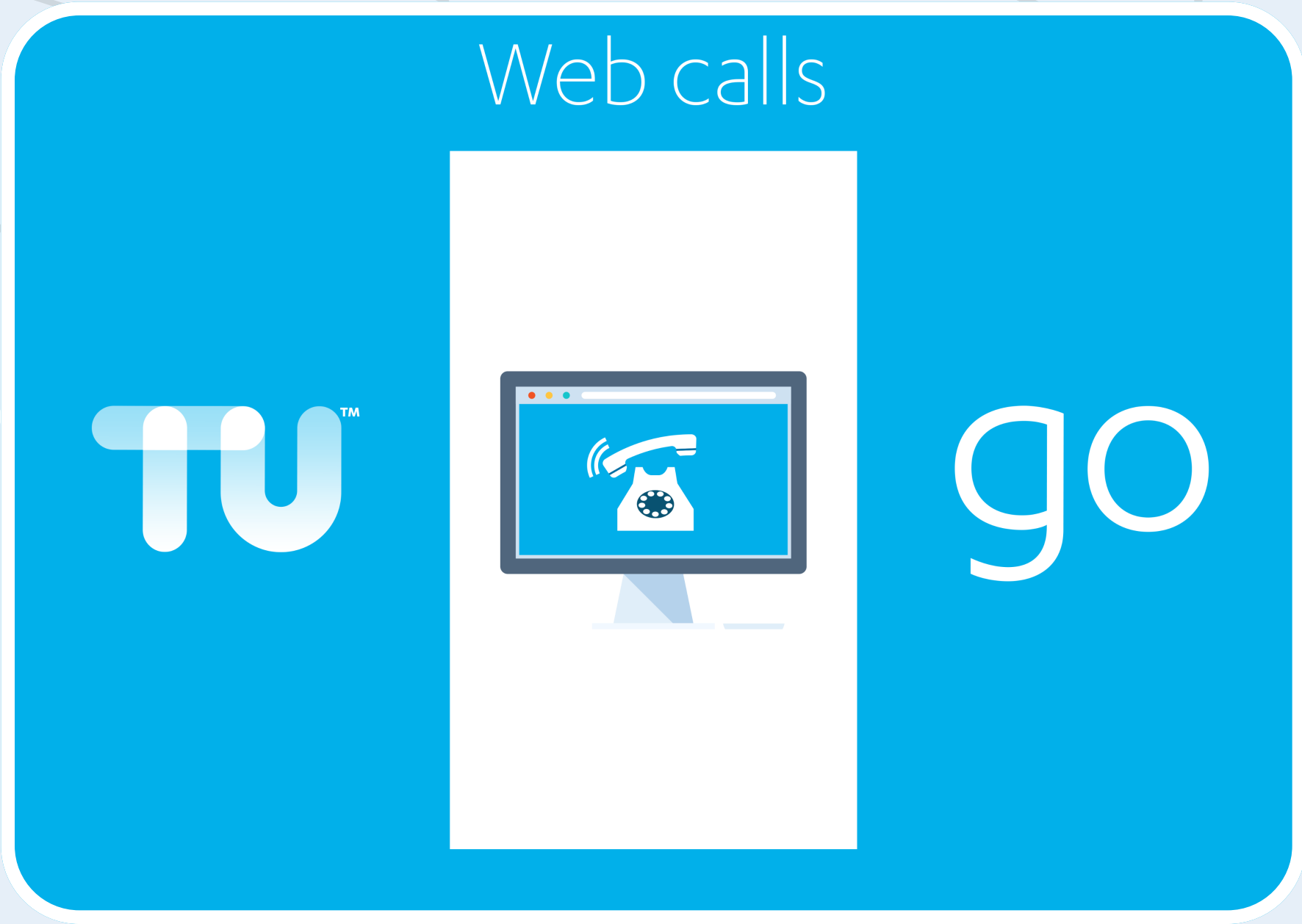


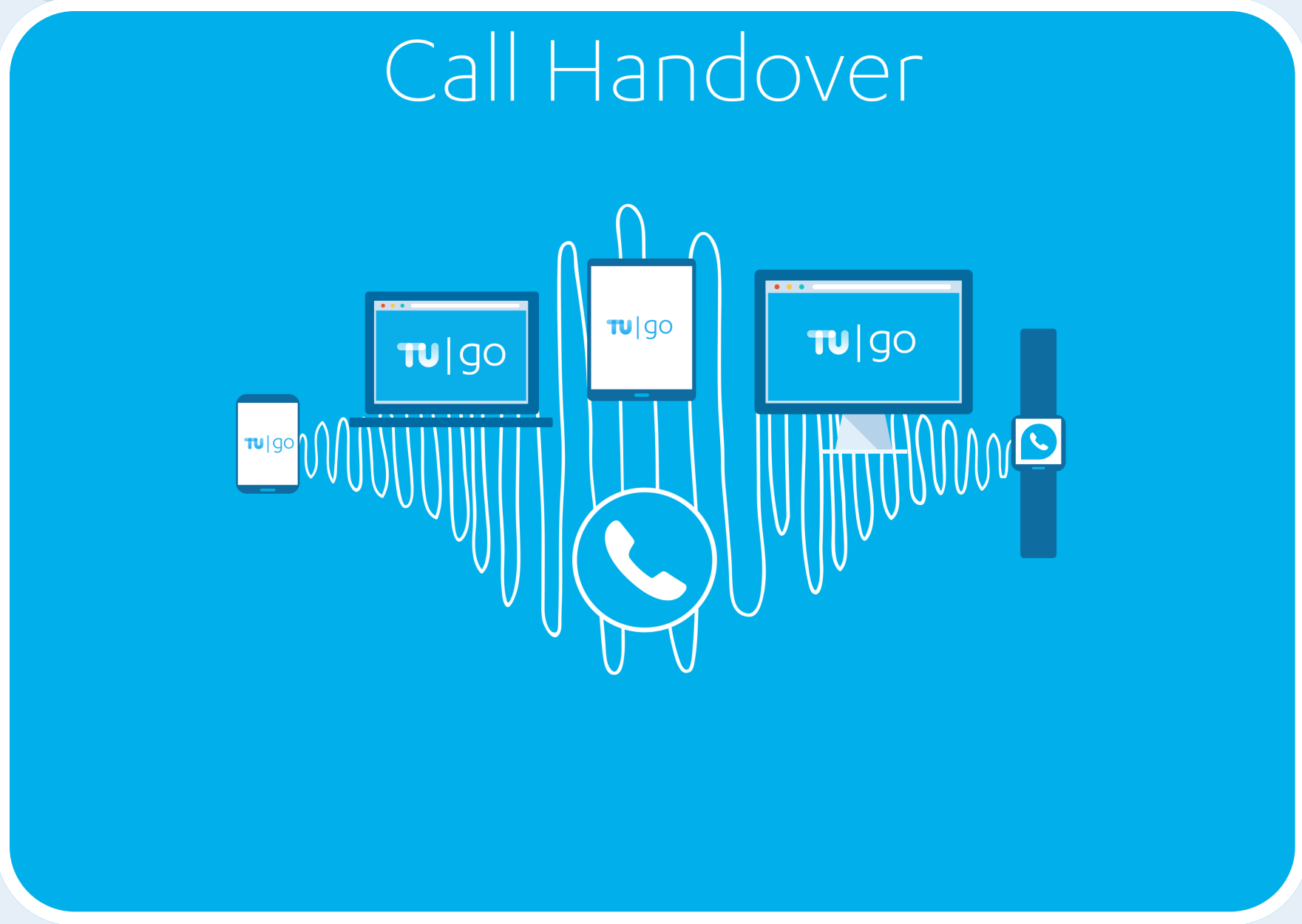
Groups & Web Links



Brand Design for TU Go APP

Movistar





Brand Design for TU Go APP

Movistar

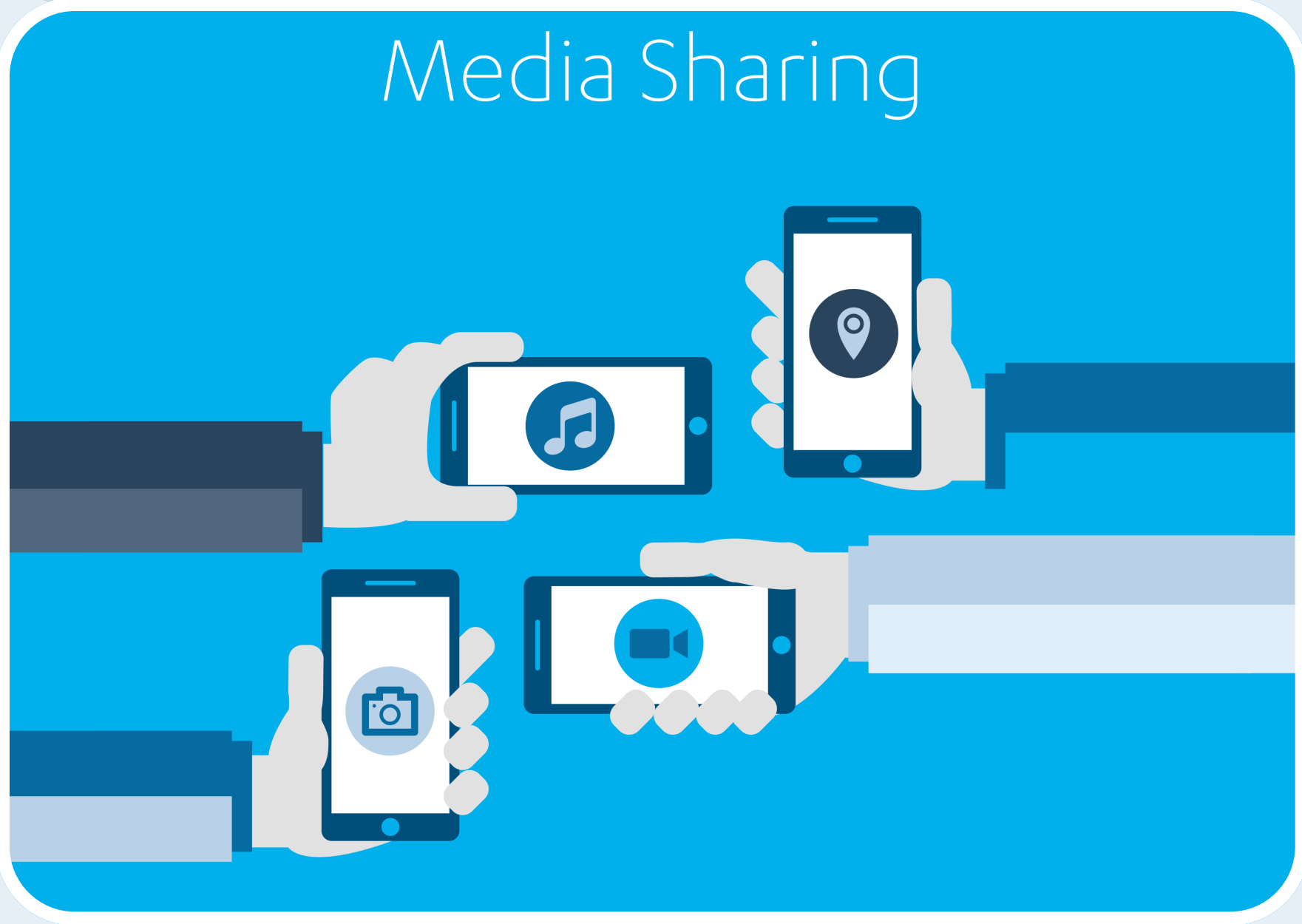
TU Go Lite

 **vodafone**

 **orange™**

yoigo

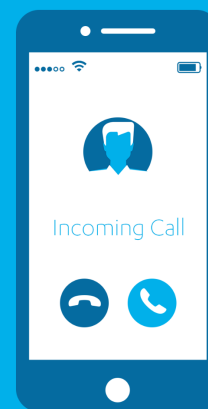
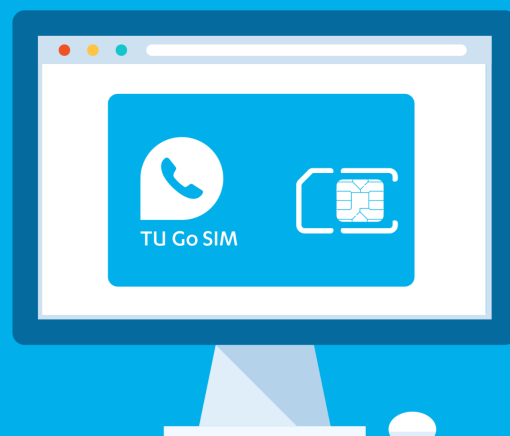
JAZZTEL



Brand Design for TU Go APP

Movistar

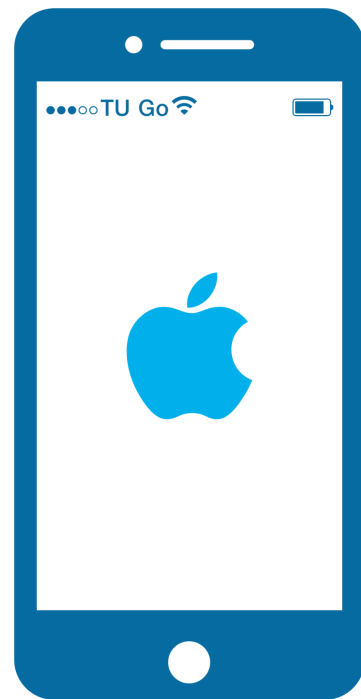
Virtual Sim



Movistar

Native Integration

tuTM



go

Movistar

Comms strategy



The central graphic features the 'TU' logo on the left and the 'go' logo on the right, both in white. Between them is a chessboard with a blue knight and a black pawn. A hand is shown moving the black pawn. The entire scene is set against a blue background with a white border.

