



EPAM Delivers 5G-Powered VR, Unveils Digital Metahuman Tech & Leads Emerging Technology Panel at MWC 2023

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Monetization of Strategic 5G Telco Tech Investments + Energy Efficiency & Network Security

NEWTOWN, Pa., Feb. 23, 2023 /PRNewswire/ -- [EPAM Systems, Inc. \(NYSE: EPAM\)](#), a leading digital transformation services and product engineering company, today announced its Mobile World Congress (MWC) 2023 (February 28 - March 2) technology line-up. The Company will:

- Introduce 'Vivien,' its new Digital Metahuman and the Future Face of Customer Experience
- Explore Optiva Media's 5G virtual reality experience, the first open metaverse created and launched in Spain
- Host an All-Female Executive Panel of Telecommunications Leaders, who will unravel the monetization opportunities of leveraging investments in 5G and Emerging Technologies, such as AI, ML, IoT and edge computing

"Telco leaders are having to address a number of industry headwinds to optimize costs and drive revenue growth in an extremely challenging and competitive economic environment," said Robert Koch, Global Head, Media and Entertainment Solution Practice at EPAM. "Consumer and enterprise demand for seamless digital experiences are putting pressure on telecommunications organizations to transform their core technology stack to improve marketing automation for personalization, leverage network intelligence for improved customer service experience and bring innovative products powered by 5G and edge compute."

Meet 'Vivien' – the Digital Metahuman and the Future Face of Customer Experience

At this year's MWC, EPAM will launch 'Vivien,' the digital metahuman who will become the customer experience 'face' of the future. Powered by a combination of AI-enabled chatbots, motion capture and 3D gaming software, EPAM's digital metahuman will enable digital businesses to offer customers real-life experiences for technical support, sales and customer service, creating remote life-like interactive customer engagements that facilitate education, autonomy and convenience.

Explore Optiva Media's 5G Virtual Reality Experience, the First Open Metaverse Created and Launched in Spain

As part of its technology previews, EPAM will host a demo showcase by Optiva Media, an EPAM Company, of Vodafone Spain's 5G virtual reality solution for the Spanish market, featuring EPAM's metaverse experience platform for leading telco providers. [Acquired by EPAM](#) in 2021, Optiva Media helps media companies make the most of their services, including engineering and operations, media and metadata management, product design and development, research and business and technical consultancy.

EPAM to Host Telco Panel

- Session Title: Sustainable & Profitable Telco: An Oxymoron or Your Org's Destiny?
- Date & Time: Tuesday, February 28, 2023, at 15:45 – 16:15 CET
- Location: MWL Broadcast Studio, Hall 4
- Session Description: There's much, maybe too much, loose chatter out there regarding sustainability and the telco agenda, about how emerging tech such as 5G and AI can enable the monetization of these strategic imperatives. Join in this essential conversation—with five female leaders from EPAM, Ericsson UK & Ireland, Colt and Three UK.

We know data-driven transformation initiatives must be an essential component of our industry's growth in the coming years, but with increasing cybersecurity concerns, government-placed regulations and crumbling legacy systems, how can Telcos leverage partnerships with digital natives to create efficiencies with consumers and businesses?

How can digital transformation initiatives focusing on sustainable improvements help drive the industry to a digital and connected future?

Hosted on February 28th at the MWL Broadcast Studio, Hall 4, the panel of senior telco leaders will debate key overarching industry themes, such as sustainability and the telco agenda. Senior executives from [EPAM Systems](#), Colt, Ericsson and Three UK will discuss how emerging technologies, such as AI, ML, IoT and edge computing, can enable the monetization of telcos' strategic investments in 5G while focusing on energy efficiency and network security. The panel will include:

- Keri Gilder – CEO, Colt

- Katherine Ainley – CEO, Ericsson UK & Ireland
- Belinda Finch – CIO, Three UK
- Alix Burge – Head of Telecom Consulting, EPAM
- Elaina Shekhter – Chief Marketing and Strategy Officer, EPAM – Moderator

"The maturity and commercialization of 5G will continue to drive telco leaders' decisions to address the evolving needs of enterprises and consumers sustainably," said Elaina Shekhter, Chief Marketing and Strategy Officer, EPAM. "Leveraging MWC 2023 as an influential industry platform, our executive panel will bring together some of the industry's top leaders to discuss sustainability and how technologies like 5G and AI can help drive new revenue growth."

[Pre-book a free consultation](#) with EPAM's Telco experts today or visit EPAM's stand 6D30 in Hall 6 at MWC23.

Watch the live panel at MWC on February 28, 2023, on MWL Broadcast Studio, Hall 4 or [pre-register](#) for the on-demand recordings.

Learn more about EPAM's Media solutions at www.epam.com/our-work/media-entertainment-and-telecom.

ABOUT EPAM SYSTEMS

Since 1993, EPAM Systems, Inc. (NYSE: EPAM) has leveraged its advanced software engineering heritage to become the foremost global digital transformation services provider – leading the industry in digital and physical product development and digital platform engineering services. Through its innovative strategy; integrated advisory, consulting, and design capabilities; and unique 'Engineering DNA,' EPAM's globally deployed hybrid teams help make the future real for clients and communities around the world by powering better enterprise, education and health platforms that connect people, optimize experiences, and improve people's lives. In 2021, EPAM was added to the S&P 500 and included among the list of Forbes Global 2000 companies.

Selected by Newsweek as a 2021 and 2022 Most Loved Workplace, EPAM's global multi-disciplinary teams serve customers in more than 50 countries across six continents. As a recognized leader, EPAM is listed among the top 15 companies in Information Technology Services on the Fortune 1000 and ranked four times as the top IT services company on Fortune's 100 Fastest Growing Companies list. EPAM is also listed among Ad Age's top 25 World's Largest Agency Companies for three consecutive years, and Consulting Magazine named EPAM Continuum a top 20 Fastest Growing Firm.

Learn more at www.epam.com and follow EPAM on [Twitter](#) and [LinkedIn](#).

Forward-Looking Statements

This press release includes estimates and statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. Our estimates and forward-looking statements are mainly based on our current expectations and estimates of future events and trends, which affect or may affect our business and operations. These statements may include words such as "may," "will," "should," "believe," "expect," "anticipate," "intend," "plan," "estimate" or similar expressions. Those future events and trends may relate to, among other things, developments relating to the invasion of Ukraine, political and civil unrest or military action in the geographies where we conduct business and operate, developments relating to the on-going COVID-19 pandemic, and the effect that they may have on our revenues, operations, access to capital, profitability and customer demand. Other factors that could cause actual results to differ materially from those expressed or implied include general economic conditions, the risk factors discussed in the Company's most recent Annual Report on Form 10-K and the factors discussed in the Company's Quarterly Report on Form 10-Q, filed on or after the date of this press release, particularly under the headings "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" and other filings with the Securities and Exchange Commission. Although we believe that these estimates and forward-looking statements are based upon reasonable assumptions, they are subject to several risks and uncertainties and are made based on information currently available to us. EPAM undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as may be required under applicable securities law.



SOURCE EPAM Systems, Inc.

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