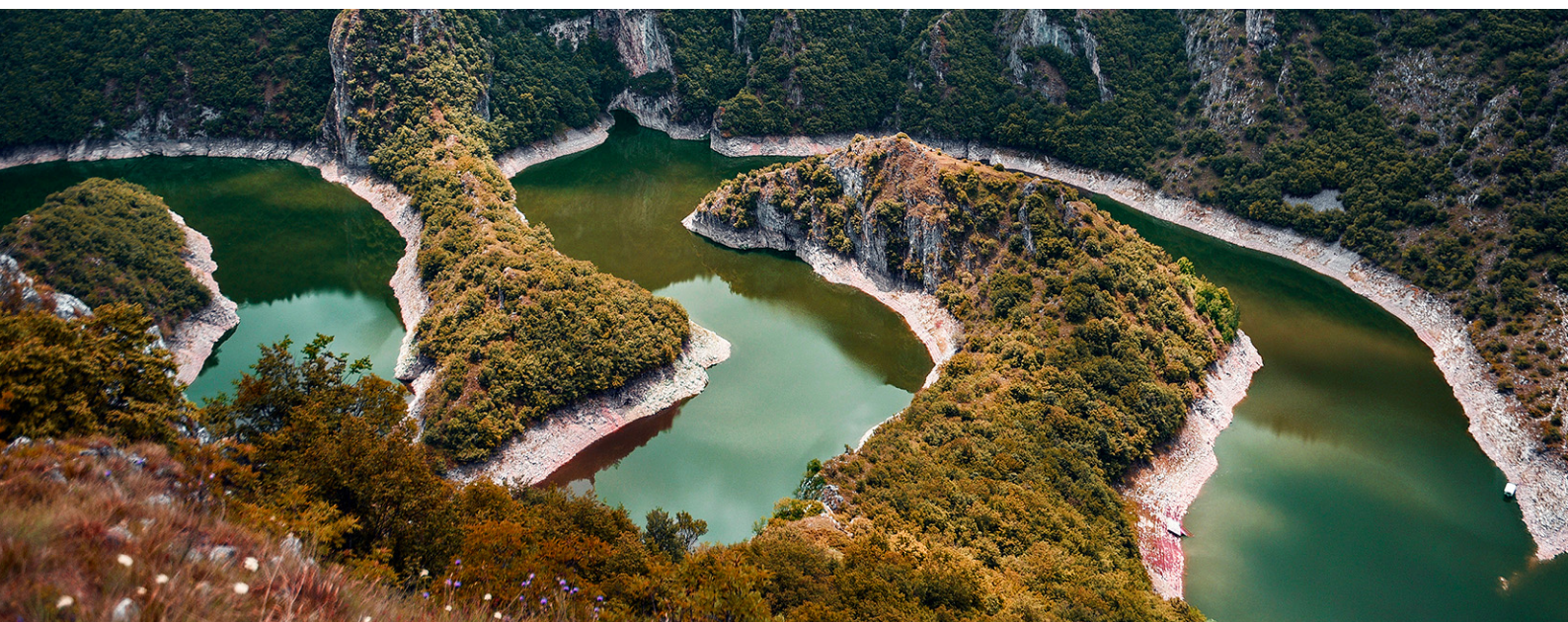


PROPOSAL FOR TELEKOM SRBIJA / mts

Serbia in 3D

A new way to experience Serbia.
A commercial platform for EXPO 2027.



Uvac River Gorge

The proposition

Create an mts-led showcase using Optiqb optical screen protectors and compatible software to offer glasses-free 3D on supported smartphones. Let visitors discover Serbia, then offer an eligible take-home kit or an mts bundle.

140+

confirmed international
participants

93 days

15 May to
15 August 2027

Platinum

Telekom Srbija is EXPO's
first official Platinum Sponsor

EXECUTIVE OVERVIEW

One showcase. Four routes to market.

PROPOSED EXPERIENCE

A short Serbia film on a prepared phone, followed by a compatibility check and a simple choice: buy, redeem an mts offer, or explore a business partnership.



Illustrative visitor experience

01 mts customers

Eligible handset bundles, renewal gifts and paid accessory sales through selected mts stores.

02 EXPO visitors

Demonstration, approved retail sale, fitting and activation for compatible devices.

03 Country pavilions

A repeatable demonstration kit with each country's own licensed content and language.

04 International partners

Qualified introductions to operators, distributors and brands, followed by separate local agreements.

Decision requested

Name a Telekom sponsor and agree a six-week pilot scope, budget and success criteria.