

## **Oblong Industries invites visitors to experience the Mezzanine Series of advanced collaboration solutions at ISE 2018**

*Oblong Industries will showcase latest innovations of the Mezzanine Series of dynamic collaboration solutions that deliver multiple streams of content, and multiple modes of simultaneous control, to every meeting, every team, every space.*

Oblong Industries, Inc., the pioneer of interactive spatial computing environments for the new era of collaborative work, will take part in their 5<sup>th</sup> consecutive year at ISE 2018, from February 6-9 in Amsterdam. The team will be showcasing the company's impressive range of immersive visual collaboration technologies for innovative workplaces in the Oblong Europe stand 11-D170 - from the multi-surface immersive experience of the Mezzanine 600 Series to Oblong's very latest solution for huddle rooms, the Mezzanine 200 Series.

Adding POP to the Mezzanine demonstrations this year is a new dynamic "Picture on Picture" feature for visual collaboration. In a connected work session, this "PoP" innovation automates the size and position of the video-conferencing feed so that collaborators always have the best content-sharing experience. "It's magical when Mezzanine PoP automatically shrinks, moves, and expands the video conferencing window so you can focus on your shared content," said David Kung, VP Product Strategy at Oblong. "Only Mezzanine is premised on a revolutionary spatial UI, making Picture on Picture only possible with Mezzanine."

At ISE, Oblong Industries will be sharing a variety of next-level innovations to make advanced collaboration with Mezzanine more accessible to more people. The work is a culmination, and convergence, of several feature enhancements and enterprise integrations that automate critical meeting functions to ensure Mezzanine users can have an optimal and seamless content-centric discussion. No other team collaboration product makes it so easy to share so much.

## New at ISE:

- Microsoft Exchange integration makes it easy to schedule a Mezzanine room.
- The integration takes advantage of calendaring to make starting or joining a meeting as easy as point and click.
- Skype for Business integration brings a familiar videoconferencing UI to its users.
- An updated Mezzanine Screencast application for wireless screen sharing now features auto-discovery and meeting support. Once the application is installed on your device, all you need to do to connect to Mezzanine is be present in the room (not dissimilar to the ease of access to a known WiFi connection.)
- Point and click meetings are also available in the new and improved Mezzanine Screencast application.
- Introducing PoP. Mezzanine's next generation spatial user interface is the only system capable of "Picture on Picture" - a radical transformation of the traditional Picture in Picture experience which automates windowing of the video conferencing feed so the meeting focus seamlessly shifts to content shared.

"We're looking forward to being part of ISE again in 2018," comments Mary Ann de Lares Norris, VP EMEA, Oblong. "As well as meeting with our channel partners, ISE is a great place for us to speak directly to end-users as it gives us a valuable opportunity to showcase our Mezzanine solution to them first hand. We find that once people experience Mezzanine for themselves, once they use the gestural wand and see the dynamic UI it offers, the technology speaks for itself. It opens people's eyes as to the very real business benefits that they can have with a deployment of Mezzanine across office locations."

Oblong's innovative Mezzanine platform creates a common digital workspace where teams can share content and ideas, accelerate decision-making, and collaborate more effectively.

The Oblong team will also be taking part in a number of ISE theatre sessions demonstrating how Mezzanine is transforming global workplaces.

The schedule includes:

### **Factory of the Future: the importance of collaboration for Industry 4.0**

*6th February 2018, 16:30 – 17:00, Unified Communications Theatre*

Mary Ann de Lares Norris, VP EMEA for Oblong Industries, will be discussing how the physical world and the digital world are becoming more intertwined - particularly in the manufacturing sector. As big business embarks on the era of Industry 4.0, enterprises must be ready to adapt in order to become Factories of the Future. This means embracing high-tech strategies, characterized by adaptability, innovation, resource efficiency and seamless collaboration, which can meet the challenges of a distributed workforce and create value.

### **Building a Global Team: why innovative worldwide collaboration is key for big business**

*7th February 2018, 13:30 – 14:00, Unified Communications Theatre*

Mike Brown, CRO for Oblong Industries, will chat with Christian Braun from the virtual design office of Porsche to talk about the strategies for uniting team and vision with a globally distributed workforce. New collaboration technology can empower everyone in an organisation to work better together and ensure that all teams across an organisation can collaborate in a content-rich environment; sharing information and ideas across distributed locations easily so that decisions are made and work is done.

### **Driving innovation and creating impact; the workplace of the future**

*9th February 2018, 10:30 – 11:00, Unified Communications Theatre*

Mary Ann de Lares Norris, VP EMEA for Oblong Industries, and Dan Alldis, Future Technology Manager of Global Sat Comms manufacturer Inmarsat, will discuss how enterprises must adapt to changing business needs by creating more dynamic, creative, and collaborative work spaces. It's important for the physical design of such spaces that flexible and adaptive technology solutions are deployed.

ISE is the largest pro-AV and electronic systems trade show in Europe with more than 1,100 exhibitors and 65,000 international attendees. Delegates at ISE are invited to experience first-hand the award-winning Mezzanine technology which uniquely unites teams for immersive visual collaboration globally. Oblong Industries is located on stand 11-D170. To book a demo visit: <https://www.oblong.com/register/e/ise2018/>

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### **About Oblong Industries**

Oblong Industries' innovative technologies change the way people work, create, and communicate. With roots in more than two decades of research at the MIT Media Lab, Oblong's flagship product Mezzanine™ is an immersive visual collaboration solution that defines the next era of computing: simultaneous multi-user, multi-screen, multi-device, multi-location immersive visual collaboration. Mezzanine's groundbreaking Infopresence capabilities multiply the effectiveness of distributed organizations and catalyze new, more effective, more collaborative workflows. Oblong is headquartered in Los Angeles and supplies Mezzanine systems to Fortune 500 enterprise customers and reseller partners. Learn more at [www.oblong.com](http://www.oblong.com), and connect via [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

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