

Oblong Announces Transformational EMEA-wide Strategic Sales Partnership with TIG

Technological Innovation Group today extends its services to one of the most influential collaboration technologies to appear at ISE

London (6 February, 2019) – Oblong Industries, Inc., maker of multi-stream meeting applications and pioneer of interactive spatial computing environments for the new era of collaborative work, is pleased to announce today an important strategic sales partnership with TIG which is expected to catapult the Oblong business in EMEA. Technological Innovation Group (TIG) is the experienced sales and marketing organization headed up by AV industry stalwart, Robin van Meeuwen, and his European team. Today, TIG will extend its services to one of the most influential collaboration technologies to appear at ISE: Mezzanine™ from Oblong Industries. This platform, which uniquely serves the collaboration needs of the enterprise, plus education environments, and governmental agencies, is available to experience first hand at ISE 2019 in Oblong stand 11-B140.

Says Robin van Meeuwen, CEO, TIG, “As our business evolves to include the very best technologies for our EMEA customers, Oblong’s Mezzanine jumps out as the most ground-breaking and directional meeting room solution. It combines a winning UI with the ability to leverage an impressive number of existing hardware options for screens, codecs, and end-user platforms and devices. Whether for a conference room upgrade, a new briefing center installation, or an enterprise-wide deployment of teaming spaces, Mezzanine flexes to bring interactive multi-stream, multi-source capabilities to every team and space. At TIG, we know our contacts in the commercial spaces across Europe can benefit enormously from this innovative technology and we are very excited to be working with Oblong.”

Indeed the Mezzanine Series of solutions is available in multiple form factors, from the impressive multi-surface immersive meeting experience of the Mezzanine 600 Series, to the undeniable utility of the Mezzanine 200 Series for teamwork and ideation spaces. Already, customers including PwC, IBM, Siemens, Inmarsat, and others are using

Mezzanine to help teams in different offices see more, share more, and do more because of the deeply visual and content-rich computing environment of Mezzanine platform.

John Underkoffler, CEO, Oblong Industries, is looking forward to a productive year with TIG as it provides greater access to Mezzanine for EMEA's most visionary firms. "With TIG's offices and relationships in the region we'll effectively double our footprint. We'll maintain our Oblong Europe offices in London and Munich, and partnerships with our existing integrators across a host of cities, but nobody knows the needs of the customer base like TIG," he states.

Through this strategic partnership, TIG will increase awareness of the Mezzanine platform by engaging customers across all verticals, including integrators, resellers, specifiers, and leading design agencies. With its deep knowledge of the market space developed over two decades Robin van Meeuwen and his team fully understand the readiness of its customers for smarter solutions. TIG expects to dramatically improve the way firms engage their audiences, make critical business decisions, and get work done with Mezzanine. Oblong will continue to work directly with its current customers and resellers in EMEA while the TIG partnership will assist in developing a greater number of opportunities for resellers to pursue, and will better address areas that are under-served.

Also making its debut at ISE 2019, in addition the new TIG EMEA-wide strategic sales partnership, is a new application for the Mezzanine Series of solutions. The Mezzanine app unites the features and functions of the Mezzanine Screencast app for screen sharing with the Mezzanine web interface for room, participant, and content control. The Mezzanine app is one of several modes of control for a Mezzanine meeting and a complement to the proprietary wand device for gesture control of rooms and content streams. Additional product advancements include improved meeting security, an upgraded experience for standard VTC endpoints, and enhancements to the optical tracking system to reduce installation time and also to better service display walls.

"We're always innovating with Mezzanine and with the way we service our customers," comments Mary Ann de Lares Norris, VP EMEA, Oblong. It's gratifying that industry

experts at TIG recognize the value of our continued commitment to innovation, and what it means for their customers. I think I speak for all of us at Oblong when I say we couldn't be more delighted to have the team at TIG in our corner.”

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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 the technology platform that defines the next era of computing: simultaneous multi-user, multi-screen, multi-device, multi-location for dynamic and immersive visual collaboration. Mezzanine's groundbreaking 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, and connect via [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

About Technological Innovations Group (TIG)

Headed up by Robin van Meeuwen, formerly president and CEO of Crestron EMEA, Technological Innovations Group (TIG) has evolved out of Future Vision Marketing, which was founded in 1987 to distribute Crestron in Europe. The company works with brands at the forefront of leading-edge technology development, including Crestron, for whom it is the exclusive sales agency across EMEA. With a hugely experienced leadership team and staff in locations across Europe, partnering with TIG gives organisations - whether in corporate AV, marine, education, residential and more – a real competitive edge over the competition.

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