

## **Oblong Industries and MBA IT Partner to Bring a Brilliant and Visually Immersive Meeting Environment to UK and EU Clients**

*London, 12 July 2017* - Oblong Industries, Inc., the pioneer of interactive spatial computing environments for the new era of collaborative work, has announced a partnership with MBA IT, an established IT solutions and services provider to bring the Mezzanine platform for immersive visual collaboration to enterprise customers in the UK and Europe. The partnership will combine Oblong's ground-breaking technology for immersive environments and MBA IT's expertise as a technical services provider to deliver state-of-the-art solutions to clients.

Oblong is transforming the future of enterprise collaboration, as smart businesses shift away from yesterday's one-dimensional practices. Information is not limited to one screen and can now be manipulated in a natural three-dimensional environment and across connected locations.

Steve Pryor, Director, EMEA Channel Sales at Oblong says, "Oblong is pleased to announce their partnership with MBA-IT and we look forward to jointly engaging customers with Mezzanine, the immersive visual collaboration solution. MBA-IT brings a wealth of experience delivering IT solutions for their customers, and Mezzanine will spark new client conversations and opportunities in the future."

MBA IT is working with several large organizations to introduce this technology and develop solutions to boost sales and increase ROI. This allows these companies to captivatingly create a pitch showcasing the cutting-edge technology they offer.

"We are excited to be one of the first Oblong partners in the UK," says MBA IT's Enterprise Internal Account Manager, Jonathan Wiltshire. "This partnership will aid us in our goal to connect our customers to innovative technology which helps them to meet and exceed their business goals."

MBA IT's CEO, Guy Brandon, adds, "Oblong is an incredible technology and it's been fascinating to see how our customers are seeking to use it to bring their people together and bring their data to life."

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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, multidevice, 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. Oblong's customers include NASA, PwC, IBM, Fujitsu, and Accenture along with other forward-thinking Fortune 500 companies. To experience Mezzanine firsthand, [schedule a demo](#) at MBA's Mezzanine Demo Suite in London.

Learn more at [www.oblong.com](http://www.oblong.com), and connect via [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

### **About MBA IT**

MBA IT is an established Technology solutions and service provider who recommends better solutions from a range of unbiased options available. The MBA IT family is fun, energetic, and challenges traditional thinking to recommend the most effective way to help operate your business. The MBA IT team can help solve a variety of IT challenges your business might be facing anywhere from IT strategy, to disruptive storage, networking and security technologies. The range of IT sourcing, supply and support services that are delivered makes MBA IT the ideal value added reseller for your business.

Learn more at [www.mba-it.com](http://www.mba-it.com), and connect via [Twitter](#) and [LinkedIn](#).

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