

Oblong Industries Expands Mezzanine® Product Family, and Streamlines Installation for Dynamic, Collaborative, Workplaces

Attendees at Integrated Systems Europe in Amsterdam get first look at new product innovations arriving early 2017

Amsterdam, 8 February 2017 – Oblong Industries, pioneer of immersive, spatial technology for the new era of collaborative work, announced business developments and previewed new products at ISE, the world’s largest AV trade conference this week.

Following on the heels of a \$65M October investment to accelerate product development and ramp up expansion into new territories, Oblong’s former COO and recently appointed VP EMEA, Mary Ann de Lares Norris, briefed VIP guests at ISE stand 11-A110 on the future of Oblong and the Future of Work. The company’s roadmap sets the course to bring its flagship Mezzanine technology to more teams and more spaces across the globe. Recent research indicates a growing immediate interest in ideation spaces, with 62% of respondents ready to ‘buy now’*. The product innovations and corporate developments introduced today are set to meet this market demand quickly.

- 1. Mezzanine for collaborative teams in smaller spaces.** While Mezzanine’s unique immersive, spatial operating environments are the centerpiece technology in executive briefing centers, command centers, and conference spaces for the likes of IBM, NASA and PwC, it is the collaborative properties of Mezzanine that make it ideal for team ideation, collaboration, and project management. Coming to market in Q2 is a dual screen immersive environment for teaming rooms with a simplified installation process and lighter hardware footprint. The easy in-room installation of the new Mezzanine appliance enables global firms to service a wider number of employees with the most engaging, immersive, and productive spaces.
- 2. Signature Wand Capabilities.** Gestural interaction has always been a core property of Mezzanine, bringing human centered design to team collaboration. New in 2017 is the launch of a next generation tracking system for the spatial wand, Oblong’s proprietary hand-held device for controlling content from any location in a room. The new wand has a whole new look and new capabilities that deliver more utility to the palm of your hand. The infrared sensor system for tracking the new wand mounts to the perimeter of the display screens and requires no room remediation or special ceiling configurations. This swift installation allows companies to bring Mezzanine to more spaces.

3. **More Mezzanine hardware configurations to meet more room requirements.**

Whether solving for size (S, M, L, XL) or use case (presentation, collaboration, ideation, monitoring) or data preference (cloud, on premises) or team location (in the room, in a connected rooms, working remotely) or server location (in the meeting room or in a network center rack) Mezzanine now covers a flexible and ever-expanding array of client requirements, making the Mezzanine solution for immersive visual collaboration the UI of choice for teamwork in the workplace. Sold by the room and not by the number of seats, Mezzanine also provides a level of price predictability and user access not available with SaaS solutions.

“Customers have embraced Mezzanine and want to bring its capabilities to a greater variety of environments across their locations,” said John Underkoffler, Oblong Industries CEO. “Knowing Mezzanine would be moving into spaces smaller than large board rooms and briefing centers, we didn’t want to diminish the experience of seamless collaboration. A pixel-rich immersive environment at each collaborator’s beck and call, simultaneously, is central to that.”

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550 Words

*Editor Reference: Wainhouse Research for Oblong Industries, January 2017

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: multi-user, multi-screen, multi-device, multi-location. Mezzanine’s groundbreaking Infopresence™ capabilities multiply the effectiveness of distributed organisations 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](#).

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