MARKETING & ADVERTISING AGENCIES

Marketing and advertising is fundamentally a people business: its primary asset isn't machinery or equipment, but people and ideas. This emphasis on human capital makes quality collaboration necessary for successful agencies.

Global and boutique firms alike must ensure they're fully tapping into their talent base for brainstorms, new business pitches, and creation and iteration of client deliverables. On the client side, in-house creative teams are getting more involved in the work agencies have traditionally been hired to do. As these client-side creative groups get stronger, it's important for agencies to be able to collaborate with them in the creative process.

Introducing Mezzanine

The Mezzanine visual collaboration solution brings together people, screens, devices, applications, and data in a shared workspace. It seamlessly blends physical and digital environments across distributed locations and goes well beyond videoconferencing to accelerate a company's ability to share content, boost productivity, and unlock innovation.

The result? Distributed teams meet more efficiently, improving everything from idea generation to campaign development to client presentations. At the same time, customer engagement is maximized: agencies can truly involve clients during the creative process and have a conversation with them, rather than broadcasting to them.
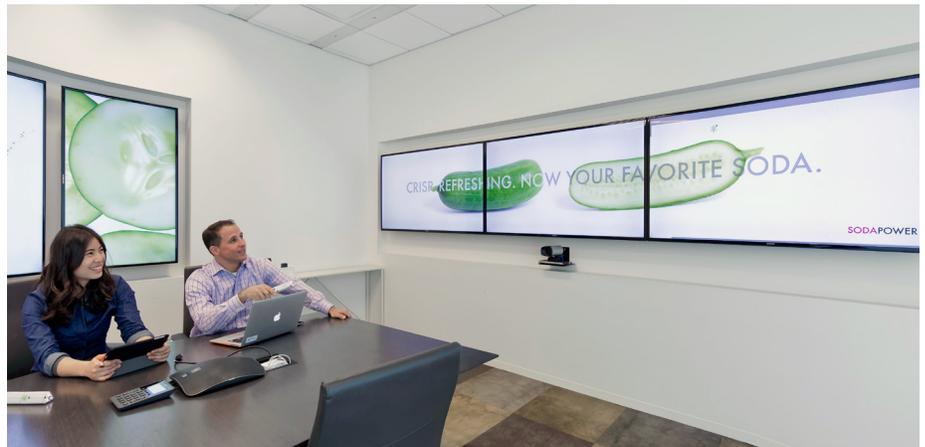
Connect People and Ideas Across the Agency

For marketing and advertising agencies in the 21st century, the most creative solutions, the most effective business practices, and the very best work all hinge on collaborative effort. Mezzanine improves this effort across the board.

THE MEZZANINE ADVANTAGE

Infopresence Connects People and Locations Across Distance

For the large enterprise, marketing & advertising is an international endeavor with teams around the globe. By uniting multiple Mezzanine locations in a shared workspace of video, images, applications, and devices, meeting productivity with in-room and remote participants significantly improves. Imagine the time and money saved if your teams could work and participate in meeting as effectively as if they were side-by-side. This content and information-centric means of collaborating across distance is so much more than traditional telepresence, we refer to it as Infopresence, and it is only available with Mezzanine.

Clients in the Chicago office can see the same pitch that is presented in the Los Angeles office (previous page). And, if Los Angeles needs to bring in the local team from London, they can do that too. Infopresence fully connects multiple Mezzanine rooms in any location.

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Bring Your Own Device (BYOD) Transforms Passive Audience to Active Participants

Why invite clients to a meeting, only to have them be passive participants? Mezzanine allows those in a meeting to share their screens from any device simultaneously, making meetings more productive, dynamic, and interactive. Every user and device is an equal citizen with full capabilities to control and contribute to the Mezzanine workspace.

Gestural Data Interaction Engages Participants

Mezzanine spatial wands allow meeting participants to move and manipulate content between screens and across walls. Spatial wands provide powerful and natural interaction so that anyone—hosts and visiting clients alike—can easily participate in and with the workspace.

Digital Portfolios Put Presentations at Your Fingertips

Need to make an impromptu client presentation? No problem. With Mezzanine, digital portfolios can be pre-created and stored in a Mezzanine workspace, providing presenters easy access to approved, rehearsed content with little to no notice.

Presentation Archiving Captures Ideas and Decisions

A brilliant idea hatched in a brainstorm loses its value if it isn't captured. Mezzanine allows you to save and download the meeting content from your digital portfolio so that you have an artifact of what took place during the meeting, the ideas that were generated, and the decisions that were made. You can also return to your saved workspace the next time you are meeting with the customer and resume exactly where you left off, reducing set-up and recap time.

Dentsu Aegis Network and Mezzanine

dentsu
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network

Dentsu Aegis Network is a global media and digital marketing communications company headquartered in London, with a network covering five continents, 24 time zones, 110 countries, and employing 23,000 passionate people. To enhance collaboration between its geographically diverse teams, the company selected Mezzanine for installation in conference rooms and dedicated presentation spaces in its London, New York, and Singapore offices.

"By working working with Oblong to create a network of Mezzanine rooms within our global agency network, **we are able to ensure our teams are able to deliver different and better solutions wherever and whenever in the world it is required.**"

NIGEL MORRIS
CEO, Dentsu Aegis Network
Americas and EMEA

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About Oblong Industries Inc.

John Underkoffler, CEO
*Cooper Hewitt National Design Award Winner
for Interaction Design, 2015*

Founded in 2006, Oblong Industries has created the platform for a new era of spatial, distributed, and collaborative computing. Our technology was the basis for the computing systems depicted in the film *Minority Report* and has roots in more than two decades of research at the MIT Media Lab.

Mezzanine is Oblong's visual collaboration solution, and it's the only product of its kind to link locations, teams, and content in a shared immersive workspace. Customers include IBM, NTT, Dentsu Aegis Network, and Beats Music. Oblong is privately held and is headquartered in Los Angeles, California.

SCHEDULE A DEMO

Is your company seeking a more innovative way to engage with clients and collaborate across the organization? Experience Mezzanine.

Schedule a demo at one of our thirteen regional offices. Visit **oblong.com/demo** or call **1-323-431-5059**.

Atlanta, Boston, Boulder, Chicago, Detroit, Houston, Los Angeles, Menlo Park, New York, San Francisco, Washington D.C.

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