



# EXECUTIVE BRIEFING CENTER

According to research by the Association of Briefing Program Managers, an effective Executive Briefing Center (EBC) program can increase probability of a sale, accelerate the sales cycle, uncover opportunities for upsell, strengthen relationships, and capture the customer voice.<sup>1</sup> To truly elevate your briefings, you need a space that delivers an impact, deepens engagement, and brings in new information in real-time as the dialogue with your customer evolves. You need Mezzanine.

*"When someone comes to your office to learn your vision of the future, it's crucial they feel like they've walked into the future, not the past."*



**IAN ROGERS**  
CEO, Beats Music

Industry leading companies are installing Mezzanine because it creates an unmatched immersive and interactive environment that delivers the core values of an EBC.

<sup>1</sup> <https://prezi.com/e4mtyguplbun/briefing-program-value-proposition/>

# Captivate your Audience with Mezzanine

## ENHANCE THE SALES PRESENTATION THROUGH HIGH-IMPACT PRESENTATIONS



### Immersive HD Workspace

In a Mezzanine room, your audience is surrounded with over 12-million-pixels of fully connected, interoperable displays. All of this highly configurable real estate means that there's plenty of room for images to impress, data to discuss, and ideas to develop during your briefings.

### Gestural Content Interaction Engages Participants

Gesturally-controlled wands allow participants to move and manipulate content between screens and across walls. The spatially-aware workspace enables a powerful and natural interaction so that anyone can easily control the meeting.

### Embedded Live Video Feeds Make Demos More Seamless

Having Mezzanine in your EBC means that you can embed live feeds seamlessly into your presentation and go directly from static content to a live application or videoconference.

## ADDRESS CUSTOMER NEEDS BY PRESERVING INSIGHTS

# 87%

of ABPM survey respondents said their briefing contributed to strengthening their relationship with the host company<sup>1</sup>

### Presentation Archiving Captures Decisions and Briefing Intelligence

Mezzanine allows you to save your digital workspace so that you can preserve 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 meeting with that customer and resume exactly where you left off, reducing set-up and recap time.

## INCREASE ENGAGEMENT BY CREATING A TRUE DIALOGUE

### Infopresence Connects People and Locations Across Distance

By uniting multiple Mezzanine workspaces, all participants can access and view shared videos, images, and applications. Imagine the time and money saved if your remote experts could work and participate in the meeting as effectively as if they were in the room. This democratic means of collaborating across distance is as immersive as it is unique. We refer to it as Infopresence, and it is only available with Mezzanine.

### BYOD (Bring Your Own Device)

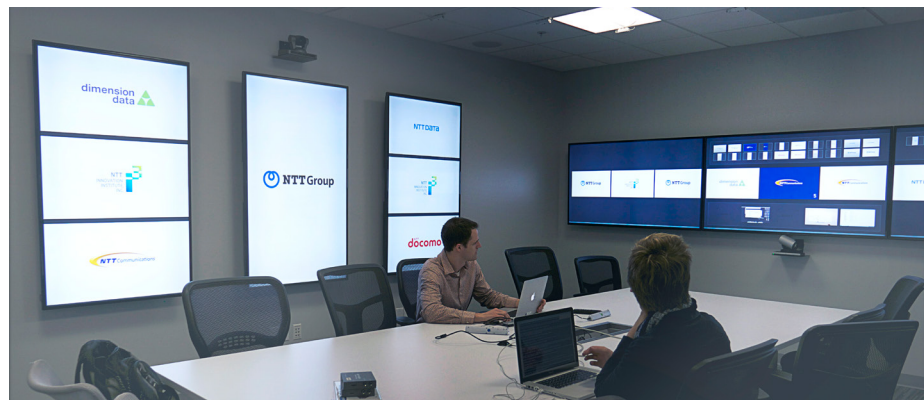
Why invite executives to travel to your EBC, only to have them be passive participants? Transforms passive audiences to active participants by allowing them to share with their own device. Mezzanine allows those in a meeting to display and interact with content, data and applications from any device simultaneously, so you can truly understand customer challenges and opportunities.

### Wired or Wireless—Connection is Easy

Mezzanine makes it easy for anyone to walk into the room with their own device and display content on the screens. Directly plug in your laptop or stream your content with the Mezzanine Screencast application.

## NTT Chooses Mezzanine for its Customer Experience Center

From its stunning multi-screen visual canvas to its dynamic interactivity and democratic access, Mezzanine has what it takes to deliver a successful EBC experience. The NTT Group realized this upon first seeing the solution.



"In the last two months we've had about 50 clients come through—**every one of them** has walked away impressed at what's in that room."



**SRINI KOUSHIK**  
President & CEO, NTTi<sup>3</sup>

"When we bring our customers into the Mezzanine room for the first time, **generally** their reaction is of awe, of shock that something like that actually exists!"



**CINDY LUI**  
Director, Portfolio Management  
and Business Operations, NTTi<sup>3</sup>

NTT Group is a global leader in information and communications technology. For the opening of its new research and development facility, NTTi<sup>3</sup> (NTT Innovation Institute), the company sought to create the most dynamic and engaging customer meeting experience in Silicon Valley.

The result was the Customer Experience Center (CXC), a state-of-the-art interactive center designed to showcase NTT's latest digital products and solutions to clients and customers. The company selected Mezzanine to provide advanced presentation capabilities within the CXC.

Since deploying Mezzanine, NTT has hosted multiple clients and Mezzanine has always delivered the high impact customer experience they were after.

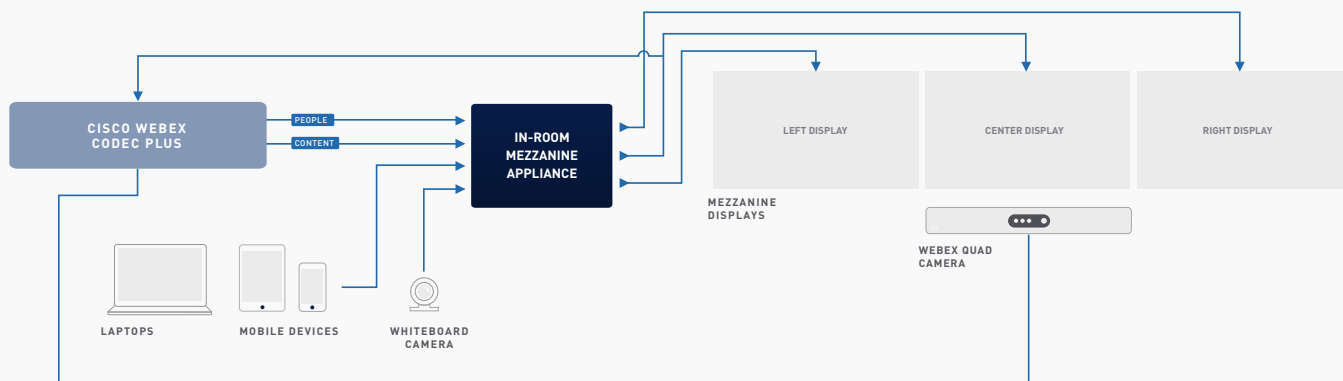
# About Oblong Industries Inc.

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. Fortune 1000 teams around the world are already benefiting significantly from Mezzanine's content-rich collaboration environment.

## Mezzanine + Cisco Webex Room Kit Plus Logical Diagram

Mezzanine integrates with Cisco SX, MX, and Webex Room Series systems in addition to select offerings from other providers.



## 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](https://oblong.com/demo) or call **323-431-5059**.

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

