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TIG showcases new Belgium experience centre



TIG unveiled its new experience centre in Antwerp, Belgium, highlighting the group's flagship offerings from Crestron and Oblong.

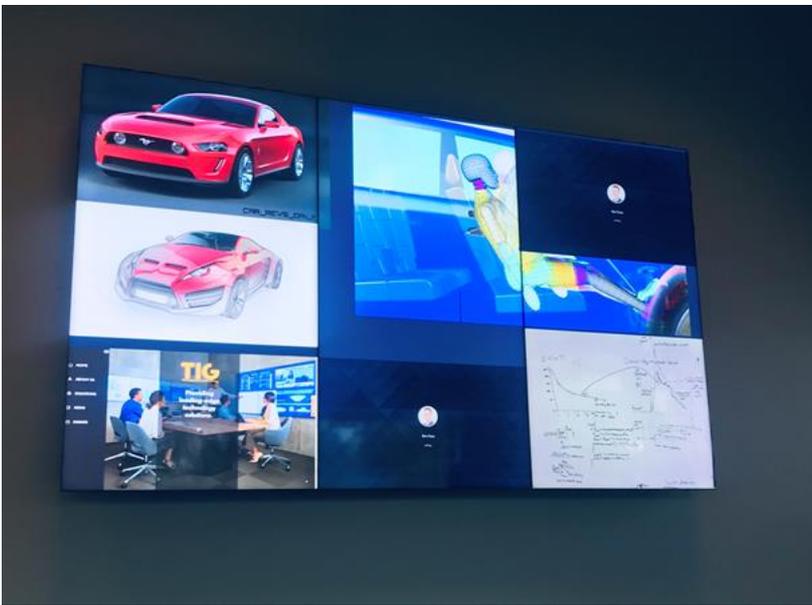
Technological Innovations Group (TIG) is acting as a sales agency for Oblong and Crestron, with a team of 90 sales staff working exclusively on Crestron products across the EMEA region.

TIG is currently building up a new team to support the company's expansion with other brands after appointing Andrew Rump as regional sales manager for the UK and Ireland TIG Mezzanine team (<http://www.inavateonthenet.net/news/article/andrew-rump-takes-on-regional-sales-role-at-tig>).

The strategic sales partnership agreed with Oblong marks a fork in the road for TIG, as the first non-Crestron brand to be associated with the group.

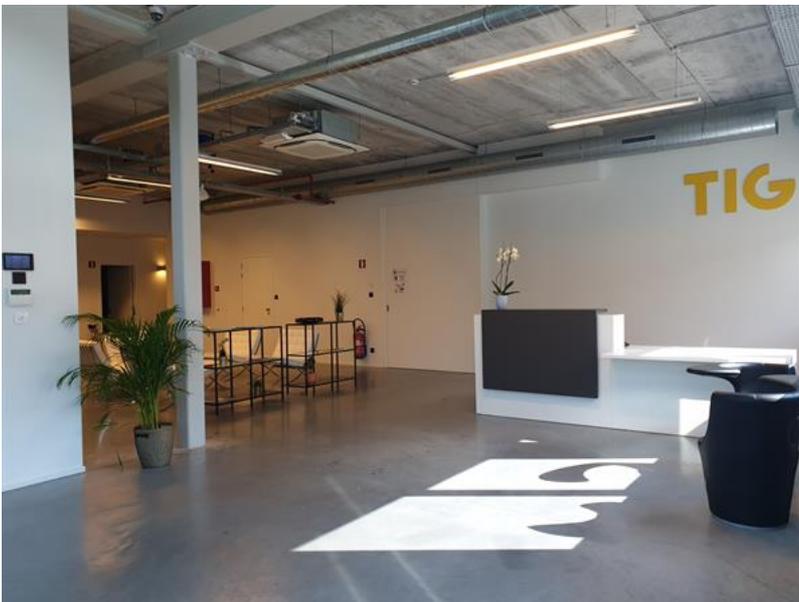
Inspired by the 2002 Spielberg sci-fi classic *Minority Report*, TIG showcased Oblong's Mezzanine 600, part of the Mezzanine meeting room collaboration series platform, utilising Crestron control products running in the background.

Originally unveiled at ISE, the Mezzanine series uses a wand and multi-screen work-space to display and share content with meeting room participants in the room as well as remote workers via internet connection.



Steven Dullaert, director of sales at TIG said "Mezzanine is a collaboration software platform that allows external users to dial into the space via cloud service and share content. It is a tool that is complimentary to the Crestron environment and meeting space, allowing you to share content simultaneously in the space."

Looking to the future, TIG plan to explore new ground by offering training programs for end users and will unveil its roadmap and further expansion plans at the end of the month, with TIG keeping other brands it plans to work with under wraps.



Robin van Meeuwen, CEO of TIG, emphasised that TIG still plans to work closely with Crestron, continuing to operate Crestron experience centres throughout the EMEA region and making plans to open an unspecified number of TIG experience centres in the future.

Van Meuwun said "Oblong is a big part of our strategy, there's some other hardware vendors that we're going to be working with, but the most important thing is that we're going to be offering a lot more services.

"We're not just going to be a sales agency, we're going to be a service agency. There will be paid services, but they're going to enhance the experience for the trade and the end user."