



CRESTRON FLEX TRAVELS SOUTH AFRICA

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Rupert Denoon demonstrates Oblong Mezzanine at the Johannesburg TIG offices.

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The Technological Innovations Group (TIG) took to the road in May with the Crestron Flex and Oblong Roadshow to showcase the most advanced meeting room technologies to integrators across South Africa.

The roadshow started at TIG's offices in Johannesburg between 14 and 17 May before visiting Cape Town on 21 May and concluding in Durban on 28 May.

“South Africa is the tech hub of the African continent and has huge potential for growth. The TIG team are really excited at this ambitious undertaking and the prospect of getting out and meeting integrators and their customers,” **Robin van Meeuwen, CEO of TIG.**

In an industry first, TIG's Crestron Flex Roadshow featured Crestron corporate solutions together with a virtual demonstration of Oblong Industries' flagship Mezzanine platform. The demonstration illustrated how combining Crestron and Mezzanine technology allows meeting participants to share multiple streams of content, from multiple locations, simultaneously. In this way, innovative and more effective ways of working become possible, because when teams can see more and share more, they can do more.

Speaking to **AV Integration** during the Johannesburg leg of the event, Crestron regional director Rupert Denoon stated that he and the TIG team are very excited about the growth in demand for smart office technology in South Africa and that Flex Roadshow aims to provide integrators with an opportunity to experience Crestron's Flex range, first-hand.

"The modern workplace is fast-paced, flexible and dispersed, and South African businesses need technology that not only keeps up but evolves with the organisation. Crestron's Flex solutions uncouple hardware and software, which means that an end user will only need to invest in hardware once while being able to switch between a wide variety of software platforms as the need arises. This flexibility goes a long way to allay many of the fears that customers have around being stuck with a single solution or platform despite their changing needs."

TIG is the exclusive sales agency for Crestron in EMEA and is a strategic sales partner for Oblong Industries' flagship collaboration platform, Mezzanine. The 'TIG on Tour' roadshow brought solutions from both brands to dealers, consultants and end-users who want to experience the most forward-thinking meeting room innovations.