

CUSTOMER CASE STUDY

Fujitsu Opens the Gateway to Innovation with Mezzanine



Fujitsu launches dynamic collaborative workspace at its Sunnyvale offices incorporating the ground-breaking Mezzanine™ immersive visual collaboration system to boost innovation and communication.

INSIDE THE CASE STUDY

Challenge

- To promote innovation by creating an environment of seamless collaboration where people can share information and ideas
- To bridge the Pacific Ocean, enabling faultless communication between stakeholders in Japan and Silicon Valley

Breakthrough

- Oblong’s Mezzanine delivers Infopresence: the immersive presentation of data in a three-dimensional space

Result

- Improved collaboration between stakeholders through better sharing of information
- Superior communication tools allow remote and local workers more flexibility



CUSTOMER

Fujitsu Open Innovation Gateway



INDUSTRY

Information and Communication Technology Services



LOCATION

Sunnyvale, California

The Challenge

In recent years, Silicon Valley has emerged as the innovation capital of the world, with many leading technologies and creative business models developing there. Fujitsu, keen to tap into the entrepreneurial spirit in the Bay Area, established the Open Innovation Gateway to promote collaboration with customers and business partners and to facilitate truly innovative practices.

Open Innovation Gateway is a platform dedicated to activating innovative practices—faster. The goal of Open Innovation Gateway is to quickly spur practical results, achieving growth with new businesses and social innovation, based on collaboration among thought leaders and organizations from a wide range of fields.

A newly renovated space on the Fujitsu campus in Sunnyvale acts as a physical point of contact for Open Innovation Gateway, and facilitates meaningful opportunities for face-to-face collaboration between a wide range of individuals and organizations. Open Innovation Gateway required an advanced collaboration tool to enable interactions in both virtual and physical spaces, and create cutting-edge environments so that Fujitsu and its partners can more quickly connect, grow, and advance innovation.

The Breakthrough

The Open Innovation Gateway staff were accustomed to conventional video conferencing facilities, which can often prove disruptive due to bad connections and poor video quality. After hearing about Mezzanine and experiencing it at one of Oblong's showrooms, the team was convinced that Mezzanine could not only provide the video conferencing capabilities that they required, but that it could deliver significant added value with Infopresence.

Fujitsu recognized that Mezzanine's Infopresence capabilities were crucial to providing an immersive, collaborative and data-rich environment, in which all participants and stakeholders, whether in Japan or in San Francisco, could contribute to accelerated decision-making, better analysis of key business data and real-time collaborative editing and annotating of documents.

"Infopresence is this idea that the data is present all around you in a three dimensional information space, and that you and someone in a remote location can be swimming in the same information by using a Mezzanine system."



DAVE MARVIT
Innovation Strategy Consultant
Open Innovation Gateway



Mezzanine at Open Innovation Gateway features six screens, three in a landscape configuration to provide a wide space on which to share ideas and documents, and three screens installed vertically on the adjacent wall in a corkboard formation. Using one of Mezzanine's intuitive wands, users can move content, video and images around any of the screens, zoom in and expand crucial elements, and add their own content to the screens.

Remote workers can view everything that's happening in the Mezzanine portal, accessible from a web browser or iOS app, and add their own content to the discussion—all while participating via videoconference. Mezzanine offers a vast array of features for users to share their data and interact with others' content.

Mezzanine's interactive and intuitive gestural-controlled interface democratizes the process of business development. There is no single leader of a discussion, anyone can share data and documents to the Mezzanine digital space, and this can then be viewed, accessed and annotated by all participants. This is key to Open Innovation. Exchanging ideas and building upon the experience of all stakeholders is crucial to developing innovative new products and profitable business models, and Mezzanine is instrumental in delivering this method of working.

"Our customers want to strengthen their competitive advantage through the use of digital technology. To do this we found that advancing Open Innovation was a necessity," said Hiroyuki Sakai, EVP, Head of Global Marketing at Fujitsu.

"The first time I saw Oblong's tool, I was honestly surprised. I was surprised that so much information can be shared, beyond time and space, and be mixed and matched to create truly innovative ideas."



HIROYUKI SAKAI
EVP, Head of Global Marketing
Fujitsu

"I find it really useful to be able to snap a picture of a document, put it in the Mezzanine portfolio and share it up on the screen. That's huge, because it means that the paper world and digital world are no longer separated."



DAVE MARVIT
Innovation Strategy
Consultant
Open Innovation Gateway

The Result

The Mezzanine solution in Open Innovation Gateway has provided a foundation for collaboration. Mezzanine goes far beyond traditional video conferencing technology or presentation tools, to offer interaction and collaboration between participants from around the world.

"At a certain point in video conferences with remote partners, the documents and the information that you're exchanging become more important. With Mezzanine you can move the video conference feed to one side and then expand the documents and data and examine those in detail together. Mezzanine generates all kinds of new capabilities by being able to bridge the Pacific Ocean in real time meetings and real time collaboration."



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About Oblong Industries Inc.

Oblong Industries's 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 a collaborative conference room 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 organizations 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.