



SyncRTC and POP Media Technology Announce Partnership to deliver mashme.io Room of the Future (SaaS) Solutions

San Francisco, USA, 22nd March, 2021 – SyncRTC Inc. welcomes POP Media Technology, S.A de C.V to its team of global Solutions Partners in Latin America. A Mexican company founded in 2005 by AV professionals, POP Media Technology brings more than 30 years of technology and customized solution experience to the mashme.io Room of the Future platform to customers in Mexico and Colombia.

SyncRTC's mashme.io Room of the Future software is a world-class video collaboration platform that delivers a superior immersive experience to those Higher Education and Corporate Clients looking to transform their remote and hybrid learning environments. POP Media Technology is committed to bringing the best solutions available worldwide to its customers and is pleased to be able to include the mashme platform within its portfolio.

The mashme.io platform represents a breakthrough in the delivery of online learning. This cloud-based service is optimized to render each participant's face, life-sized, to a UHD (Ultra High Definition) video-wall, with exceptionally low latency. The persistent room architecture and 'shared memory' patented technology allows real-time seamless collaboration between participants and presenters, over a public access network. Capable of supporting up to 200+ remote connections in a single session, mashme.io is an ideal alternative to engage larger cohorts and audiences when face-to-face learning is not possible.

"The challenges that 2020 has brought to the corporate collaboration and the education sector is significant", explains Gabriel Lopez, Managing Director, POP Media Technology, and it is vital to have the best virtual solutions available to our clients. This new alliance with SyncRTC will enable us to deliver innovative, superior, hybrid learning experiences as we bring together the latest in display technology, high level expertise, and exceptional service combined with the mashme Room of the Future software".

"The partnership with POP Media Technology in Latin America is an exciting development in the evolution of the mashme platform and our company", says Victor Sanchez, CEO and Co-Founder of SyncRTC. We are pleased to be collaborating with Gabriel and his excellent team in bringing the mashme technology to the region".

About POP Media Technology

POP Media Technology, S.A. de C.V. is headquartered in Mexico City, offers a broad portfolio of products and services, as consultants, designers, and integrators, providing the latest and most cost-efficient implementations utilizing the latest technologies to meet each client's requirements. The combination of technology led, creative and experienced professionals provide an innovative approach to all projects including many significant installations within the digital signage market. POP Media Technology has offices in Mexico and Colombia. For more information please visit: www.popmt.com

About SyncRTC Inc.

SyncRTC is a global company headquartered in the US that specializes in cloud-based video collaboration. Its mashme.io platform, and associated solutions including Room of the Future, have created a new paradigm in training and education by enabling integrated real-time online multimedia collaboration with many-to-many live video interactions. Leading corporations, universities, and business schools worldwide are using SyncRTC's technology to create immersive, simulated educational environments that serve as a virtual alternative to in-person meetings, training sessions, and educational programs. For more information, please visit www.mashme.io.

Media Contacts

POP Media Technology

Gabriel Lopez

E: glopez@popmt.com

SyncRTC Inc:

Katie Miles, SyncRTC Inc.

E: katie.miles@syncrtc.com