

## Santander Group Chooses SyncRTC to Create a World-Class Virtual Classroom for Employee Training

**Santander Group**, a global company headquartered in Madrid, has selected '**mashme.io**' by **SyncRTC** to launch **a new virtual classroom** to enable remote learning and training programs globally for employees, regardless of their location.

Named "**The Wide Room**," this digital ed-tech training environment was developed and installed by SyncRTC and is designed to deliver an exceptional, fully immersive e-learning experience for the bank's employees. The Room features 36 ultra-high definition screens delivering 4x4k resolution that form a video wall in Santander's corporate training facility. The Room and all of its components, including audio, cameras and lighting systems, will be **controlled by SyncRTC's mashme.io software**, a cloud-based video collaboration platform that is more sophisticated than traditional conferencing systems and operates within a highly secure network environment.

The Wide Room will be used to host virtual corporate trainings and meetings, and to facilitate employee training on time-critical topics such as new banking regulations, financial governance changes, executive updates and new product information.

"The Wide Room delivers an exceptional, fully immersive virtual learning environment in a leading-edge facility. Utilising real-time collaboration tools," said **Jose Antonio Gómez Fernández**, **Global Knowledge and Development Director at Grupo Santander**. "The Wide Room technology will help us to engage with each other in a more collaborative way. Teams can easily connect and stay connected, thus building stronger relationships and enriching the learning experience and understanding. No matter where in the world, we can bring our employees closer together and allow them to thrive."

In The Wide Room, training leaders will be able to engage with up to 120 participants in a session, who can access the training sessions via the **mashme.io** software using only an internet browser. Leaders will be able to address participants individually and split them into smaller work groups to collaborate before returning to the main group. Participants will see and hear one another in the language they select, based on the newly redesigned mashme.io interface that includes a view of the professional translator.

In addition, leaders can utilize **mashme.io's real-time collaboration tools including:** Hands Up, Live Polls and Surveys, White boarding, Chat and Virtual Break Out Rooms to provide an unparalleled e-learning experience to employees that is almost as real as being physically in the classroom.



During each training session, the **mashme.io software will monitor and track participant engagement** based on facial expressions, and gauge how effectively key messages were conveyed, then deliver a data analysis to the training leader.

“World-class organizations like Santander Group are looking for ways to engage their employees more effectively, retain talent and enhance productivity,” said **SyncRTC Co-founder and CEO Victor Sanchez**. “mashme.io delivers e-learning innovation that allows Santander to provide an unparalleled education for its employees and gain a competitive edge in the market.”

### About Santander Group

Madrid-based Banco Santander, S.A. (NYSE: SAN) is the largest bank in the Eurozone with a market capitalisation of €85,441 million at 31 March 2018. It has a strong and focused presence in 10 core markets across Europe and the Americas with more than 4 million shareholders and 200,000 employees serving 139 million customers. For more information on Santander Group, please visit [www.santander.com](http://www.santander.com).

### About SyncRTC

SyncRTC is a global company headquartered in Madrid that specializes in cloud-based video collaboration. Its **mashme.io platform** provides a comprehensive, virtual alternative to in-person meetings, training sessions and educational programs. The software, which is delivered via a web browser, uniquely offers file persistence, exceptional video quality, and collaboration on files and applications to achieve an enterprise-standard simulated meeting experience. The company’s “**Room of the Future**” creates an immersive e-learning experience and is used by leading corporations and universities including **The Oxford HIVE** (Hub for International Virtual Education) in Said Business School at University Oxford. For more information, please visit <https://www.mashme.io>.

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