

For Immediate Release
Contact: Dan Ferguson
Tel: 214.749.0094 x631
Email: dan@groovejones.com



VIRTUAL REALITY LEADERS GROOVE JONES AND TRANSFORMATION GROUP ANNOUNCE STRATEGIC PARTNERSHIP

Dallas, TX, April 19, 2017 - Groove Jones, <https://www.groovejones.com/> a leading VR/AR creative studio based in Dallas, Texas is pleased to announce its new strategic partnership with Robert Scoble and Shel Israel's **Transformation Group** - <https://transformationgroup.io>.

"This is an exciting time in our emerging industry", said Dan Ferguson, EVP of Business Development and Partner at Groove Jones. "Robert and Shel are pioneers in the industry. They are extremely knowledgeable and widely respected in the Mixed Reality space. They are constantly looking for the best of what's new and innovative. For them to seek to partner with us is not only the ultimate compliment but a recognition of the high quality and standard we strive to achieve with every activation."

"Shel and I simply looked at who was doing the best work in the Mixed Reality space, said Transformation Group's Robert Scoble, "and Groove Jones impressed us not only with their knowledge of the technology, but how to effectively implement it within a company's brand footprint. These guys understand what clients need, they're fun to work with, and they execute at a very high level."

Both groups currently are working with Fortune 500 companies on creating new VR and Mixed Reality experiences.

About Transformation Group: Founded in 2017 by Shel Israel and Robert Scoble, Transformation Group, LLC, is the first consulting firm dedicated to helping big brands develop and implement Mixed Reality (MR) strategies, a trend just now starting that will soon transform businesses as profoundly as the smartphone did a decade ago. TG believes that a decade from today the center of digital commerce and life will have migrated from today's handsets to tomorrow's VR and AR headsets--or *smart glasses*, as they will be called. Transformation Group exists to help brands understand, plan and implement strategies to make this vital transformation. For more information visit - <https://transformationgroup.io>

About Groove Jones: Founded in 2015, Groove Jones is an award-winning studio specializing in 360° commercial video productions and immersive Virtual Reality apps for both B2B and B2C campaigns. The team has helped AT&T, Comcast, FX, Intel, MasterCard, McDonald's, Samsung, and Nestle with VR initiatives. For more information visit - <https://www.groovejones.com/>