

# GC 2018 : Blade announce its presence at Gamescom 2018 in Cologne, Germany

## ***Shadow will be at Gamescom Hall 4.1, Stand A60***

July 09, 2018 — Blade, creators of Shadow, a new kind of PC accessible anywhere from any internet connected device, announced today its presence at Gamescom in Cologne to showcase their ambitious cloud-computing solution ‘Shadow’ to B2B attendees and present currently still unannounced upgrades to their hardware and software.

Founded in 2016 and with offices in Paris, France and Palo Alto, California, Blade has the objective to reinvent the way we are using computers by creating a never-obsolete PC. After 3 successful rounds of fundraising for more than 70 million euros and more than 2 years of R&D, Shadow was born and is currently available in France, United Kingdom, California, Belgium, Luxembourg and Switzerland. As part of their ongoing international growth, Blade is currently getting ready to start its expansion into the german speaking market.

*“The team working on Shadow is one of the most passionate and energized teams I’ve had the pleasure of working with,”* said Marcus Bläsche, recently appointed Country Manager DACH. *“We’ve recently launched our Early Bird program in Germany which saw a great reception and I’m excited to make Shadow available to everyone in Germany, Austria and Switzerland very soon.”*

As part of their close cooperation with the community, Shadow launched their “Early Bird” offer, which quickly reached the limited 500 users who are in ongoing dialog with the development and community teams and considered an active part of the development process of Shadow.

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The Team behind Shadow will be attending Gamescom B2B and can be reached for interviews from August 21st to 23rd in Hall 4.1, Stand A60.

Among other news, the Team will mainly talk about a new hardware product and its exclusive features. In addition, there will be more details on the recent improvements of the service in terms of hardware and software, finally Blade will have some announcements regarding the availability of Shadow in Germany in the near future.

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#### ABOUT SHADOW

Blade was founded in France in 2015 to design and develop the future of the PC, with a simple vision: free users from the constraints of physical hardware by giving them access to a powerful, cloud-based computer.

Blade's first product, Shadow, is a high-performance PC based entirely in the cloud. This ground-breaking service provides access to a fully featured high-end Windows 10 computer, via any Internet-enabled device, including a laptop, tablet, and smartphone. Free from hardware failures in Blade's secure data centers, Shadow puts an end to obsolete devices, thanks to regular, no-cost updates of cutting-edge components.

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