

Gaming Veteran James Grunke Tapped to Run Shadow's Esports Division

Former Head of Global Esports for NVIDIA Brought On To Bolster Cloud Gaming Leader

Company Recently Announced Partnerships With Ubisoft's Nadeo Studio Esports' Team Envy and Charter Communications

MOUNTAIN VIEW, Calif., January 17, 2018 – Shadow, the technology company redefining cloud-based gaming, today officially announced the addition of James Grunke to its leadership team. As Sr. Director of Esports, Grunke will head up Shadow's esports business initiatives with publishers, tournament operators and organizations.

Grunke previously served as Head of Global Esports with NVIDIA, where he led GeForce Esports marketing, business development and operations for the competitive gaming graphics platform market leader. Over his nine-year tenure at NVIDIA, esports campaigns delivered billions of dollars in sales.

“The Shadow gaming service is going to light up esports for gamers who want high-end PC gaming performance without the high cost,” said James Grunke. “Our capabilities democratize esports and bring the experience of playing the top esports titles, dominated by the PC, to players who want to play on the PC platform of the pros. On the professional side, our platform makes Battle Royale formats, with as many as 100 players in a game at once, easier and less expensive to produce, and allows them to be co-located onsite with the title server, eliminating internet-induced latency and risk of DDOS attacks.”

Built to meet the demands of dedicated gamers, Shadow brings massive computing power — high speed, low latency, crystal-clear graphics and data security — to everyone, without the high upfront cost of an expensive gaming computer.

“James is a fantastic addition to our team,” said Shadow co-founder Asher Kagan. “He brings a tremendous amount of experience in the esports world and is already making an impact. Through his efforts we’ve already started working with world-class teams and tournament operators to bring Shadow into competitive gaming arenas.”

Grunke has extensive experience in the entertainment industry through his work in both Silicon Valley and Hollywood. Among the company’s he’s helped grow includes Atari, OnLive, VM Labs, Interactual and NVIDIA. In addition, he’s worked with music heavyweights The Beach Boys, and Crosby, Stills, and Nash.

The appointment comes at a time of strong growth for Shadow, which in the last few months has announced strategic partnerships with industry giants such as Ubisoft’s Nadeo Studio, award-winning esports group Team Envy and most recently Charter Communications.

You can also follow Shadow on [Twitter](#) and [Facebook](#) for the latest news and updates or visit their website <https://shadow.tech>.

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About Blade:

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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