



PRESS RELEASE

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Yocova partner Bloc Digital opens overseas base in North America

UK (Derby) based 3D content, data visualisation and alternative reality specialist Bloc Digital has opened its first overseas base in the USA.

The news comes as the company continues to experience strong organic growth in the US, securing new large industrial clients and exchanging knowledge with NASA's Graphics Visualisation team. It also reflects Bloc's recent success at the East Midlands Chamber Derbyshire Business Awards, where it received recognition for Excellence in International Trade.

Yocova Partner Bloc Digital specializes in providing a full lifecycle of marketing, training, and Industry 4.0 solutions. Flying the flag for the region's skills and industrial expertise, it has a global portfolio of engineering and manufacturing clients including Rolls-Royce and the Lubrizol corporation as well as Norway-based Kongsberg Maritime. The company's role in developing JCB's first digital twin factory in the UK has been of particular interest to a growing number of US businesses.

The opening event at Bloc's North American offices in Mentor, Ohio marks the latest milestone in the company's sustained growth. Coming together to celebrate the occasion, the ribbon-cutting was attended by local city leaders, state universities, regional businesses and members of the British-American Chamber of Commerce and Ohio Aerospace Institute.

Bloc Digital comment

"It's great to fully realize our vision of establishing Bloc Digital in the US. We've been working towards this moment for a few years, fuelled by our North American clients' ambitions to further their collaborations with us. Our combination of creative design, multi-media, and technology skills, as well as industrial knowledge and ability to deliver high-quality results at competitive costs, has proven to be highly unique and sought-after."

Keith Cox, co-founder and CEO of Bloc Digital Inc.

"Ohio reflects our roots in the industrial city of Derby and is a perfect fit for our North American growth. With our office now officially open, we've been working hard to establish and strengthen relationships with new and current clients from every stage of the manufacturing process – enabling them to operate more efficiently and engage more customers. I'm looking forward to the further opportunities the region will bring."



Chris Hotham, co-founder and CEO of Bloc Digital Inc.

Mentor City Manager comment

“We are thrilled to welcome Bloc Digital to our city. As a proven, global provider of world-class animated marketing and multi-reality applications for industry solutions, they will not only add diversity and strength to our local economy but will enhance the competitiveness of the region across multiple sectors. We expect them to see explosive growth in the American market.”

Kenneth J. Filipiak, Mentor City Manager

Yocova comment

“We are thrilled to hear about Yocova partner Bloc Digital's expansion into Ohio. This strategic move underscores Bloc Digital's unwavering commitment to innovation and growth. We are confident that their presence in Ohio will unlock new avenues for collaboration and success.

As part of the global Yocova community, Bloc Digital is able to connect with 8,500+ aviation professionals from 475+ airlines and 840+ aviation enterprises extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to airports, ANSPs and OEMs.”

About Yocova

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation.

The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:

- **Community:** the global aviation community on one open and trusted platform – connect and collaborate with aviation peers in public forums and private working groups
- **Data collaboration:** a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives
- **Marketplace:** a trusted ‘go to’ aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API's solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement:** Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single entry-point for swift, efficient user access to all OEM digital content.



About Bloc Digital

Bloc Digital specialize in supporting industrial sectors with marketing, training and Industry 4.0 solutions. It utilizes its six core disciplines – design, 3D modelling, animation, immersive, software, and data – to create stunning visuals, interactive experiences and data-driven technologies that enhance and streamline its clients' sales and processes.

The company has a global portfolio of multi-national and blue-chip clients across the engineering and manufacturing sectors, enabling brands such as Rolls-Royce, Kongsberg Maritime, GSK, Siemens, JCB, and Manchester Airports Group to work smarter, be more connected, and have greater impact on their customers and markets.

Bloc Digital's ability to produce industry-leading 3D digital content and deliver the most cost-effective solutions has seen it experience strong and organic growth over the past two decades. The company now has a team of over 50 in-house employees, offices in the UK and USA, and multiple awards.

For more information or to arrange an interview with Co-Founder Keith Cox, please contact:

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