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1st promising spin-off for b<>com with the launch of Green Hill Studio:

b<>com's first spin-off takes aim at Location-Based Virtual Reality (LBVR)

b<>com, a Multifaceted Model



Europe's b<>com Technology Research Institute is delighted to announce the launch of its first ever spin-off, the VR experience development company Green Hill Studio, demonstrating proven success in one of its key objectives: transferring its innovative digital tech to market.

Green Hill Studio is an entrepreneurial project that came about as a result of a b<>com R&D project in the field of virtual reality. This innovation has huge potential for content creators, distributors and operators in the expanding Location Based Virtual Reality (LBVR) market.

"The LBVR market is in its infancy, but the outlook is promising: \$1 billion by 2021 (Greenlight Insights). Green Hill Studio proposes to rejuvenate content, and offers shared experiences. Individual performance is no longer central to the game. We work exclusively on public content, which is far from true for the content currently offered in multi-user virtual reality," says Thomas Boggini, President of Green Hill Studio and, until now, Head of the Immersive Interactions Laboratory at b<>com.

b<>com, a catalyst for investor-member innovation, has diverse sources of income (technology transfers, POC sales, licensing, etc.). The launch of Green Hill Studio is a great example of the flexibility of b<>com's model, of the quality of the projects it works on and of its ability to launch new entrepreneurs.

"Transferring a useful, forward-looking innovation in line with our values and, even better, to a spin-off created by several b<>com employees, is greatly satisfying. The value proposition is even more beneficial given that the first client of this new company is one of our members. We're proud of this new development that illustrates the viability of our organization and economic model. We wish Thomas and his team all the success they deserve and will be with them when they want it!" said Bertrand Guilbaud, CEO of the b<>com Technology Research Institute.

Press contacts

Agency: Profile | Jennifer Loison & Titouan Coulon | jloison@agence-profile.com | tcoulon@agence-profile.com | 01 56 26 72 12 | 01 56 26 72 07

b<>com: Marion Carcreff | marion.carcreff@b-com.com

About b<>com

Created in late 2012, the b<>com Technology Research Institute is a tech provider and an innovation accelerator for every business that uses digital to increase its competitiveness. b<>com brings together multi-cultural disciplines and talents in augmented reality, virtual reality, and immersive media formats, in the fields of applied artificial intelligence, cybersecurity, 5G networks, Internet of Things, cognitive science, and e-health. Thanks to its world-class engineering team, its technology platforms and its unique mix of scientific and industrial knowhow, b<>com offers its clients technology solutions that give its clients the edge they deserve. www.b-com.com

About Green Hill Studio

Founded by Thomas Boggini, Yann Cariou and Quentin Merle, Green Hill Studio is a company which develops collaborative virtual reality experiences. Its products are intended for the location-based entertainment market (family entertainment centers, theme parks, virtual reality arcades, live escape games, casinos and so on). The studio stands apart with creations which involve more than one user at a time in the same virtual environment.