

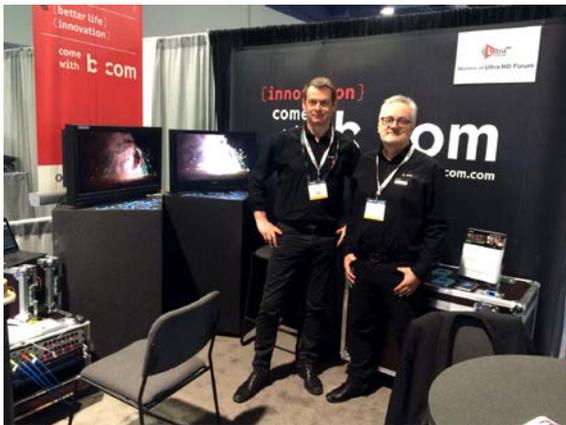
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Accelerating broadcasting innovation: b<>com presents its first solutions at the NAB Show

The NAB Show is the world's largest gathering for the broadcast industry. Once a year in Las Vegas, it attracts widespread attention and represents a chance for companies to unveil their new products. For the first time there, from April 18 to 21, the b<>com Institute of Research and Technology exhibited innovations based on its research.



b<>com's booth at Las Vegas Convention Center

In 2015, the NAB, a counterpart to CES for the professional world, had over 100,000 attendees and 1800 exhibitors. b<>com attends each year to discuss and meet with industry professionals, but this year the IRT took a major step by setting up a booth to present its first products and solutions.

Bertrand Guilbaud, CEO says: *"This year at the NAB, b<>com is offering world-class solutions for players in the audio/video sector, from content creators to service operators. Innovations now on the market to help broadcasters meet the challenges of new formats".*

Located in the South Upper Hall, the space dedicated to content distributors, b<>com is showing off three of its products devoted to using the latest formats (UHD, HDR, 360, etc.).

- **SDR-to-HDR:**

A compact, high-performance technology to convert SDR content into HDR format. It makes it possible to benefit from the performance of the new HDR screens while preserving the artistic intent of SDR sources.

- b<>com ***Ultra Player***:

A new version of the player launched in late 2014, which allows the playing of the latest uncompressed A/V content. An intuitive interface, and image quality preserved.

- b<>com ***Ultra Marker***:

A secure, transparent 4K content watermarking solution. Can be used to fight collaborative piracy and features high robustness to any video processing and attacks (cam-cording, lossy compression, etc.)

SDR-to-HDR technology is also being demoed at the booths of its partners who have just incorporated this technology into their products:

Harmonic / Thomson Video Networks: Booth SU1210

BBright: Booth: Booth SU6118

About b<>com

With its innovations, the Institute of Research and Technology (IRT) b<>com is taking part in the European digital transformation. Its 230 researchers develop tools, products, and services that make everyday life easier. They focus on two fields of research: Hypermedia (ultra-high definition images, 3D sound, smart content, virtual and augmented reality) and more agile ultra-high speed networks (cloud, cybersecurity, ultra-high speed mobile, network resilience, Internet of Things). Of the many fields of application for these technologies, e-health has allowed b<>com to participate in the digital revolution going on in medicine. Founded through a public/private partnership, the IRT gathers the best experts from industry and academia at its campus in Rennes, and at its sites in Lannion and Brest. www.b-com.com



[IRT_Bcom](#)

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