

Press Release

Rennes, Tourcoing, October 17, 2017

Aspic Technologies and b<>com join up to improve Virtual Reality through sound

To accelerate its growth, the start-up Aspic Technologies joined the b<>com Institute of Research and Technology on September 28th. Together, they will innovate in advanced audio technologies to meet the future needs of Virtual Reality.

Because the Virtual Reality market is developing in an especially competitive international environment that is in constant motion, its major players need cutting-edge technologies. Aspic Technologies has therefore chosen to innovate with b<>com, benefiting from the research center's technological expertise as well as its global fame in the field of Virtual Reality immersion, particularly spatial audio.



Since 2014, Aspic Technologies has developed sound processing solutions that have revolutionized Virtual Reality content immersion. Its clients' industries include simulation, film and TV production as well as video games.

"Getting involved with b<>com enables us to create strong technological synergies and fits with our development strategy. We are convinced that this partnership will turn out to be a genuine growth accelerator for our business, in an international environment where our advanced expertise makes the difference," said **Marc Muller, CEO of Aspic Technologies.**

"We are proud to count Aspic Technologies among our members. It's a start-up that possesses advanced skills, a strong ambition to grow, and a desire to innovate. This new arrival shows that b<>com is an agile structure open to innovative SMEs that feel a strong need to innovate," added **Bertrand Guilbaud, Chief Executive Officer of b<>com.**

The teams from b<>com and Aspic Technologies will work together in Rennes starting in November for a minimum of three years. An Aspic Technologies employee will join b<>com's Advanced Media Coding lab, which strives to transform viewers' experience and provide advanced technologies to Virtual Reality industry players.

For years, b<>com has been developing technologies in the field of spatial audio for the production and post-production of immersive contents. This work gave rise to the **b<>com *Spatial Audio Toolbox***, a suite of plugins that makes it possible to produce and post-produce spatial audio in High Order Ambisonics (HOA) format, the ideal audio format for 360° content.

More info on b<>com [*Spatial Audio Toolbox*](#)

Download the white paper « [Audio : the other dimension of Virtual Reality](#) »

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 in 2012 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 Paris, Lannion and Brest. www.b-com.com

About Aspic Technologies

Aspic Technologies is a French Tech® company providing realtime audio solutions for virtual reality, simulators, 360 video and video games. We help our customers to create an outstanding audio immersion with innovative audio software products and professional services. Our dedicated team made of digital audio specialists is based at La Plaine Images, a 100+ companies cluster devoted to creative industries and located in Northern France.

www.aspic.tech

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