

&lt; Date &gt;

Rennes, March 27, 2017

&lt; Title &gt;

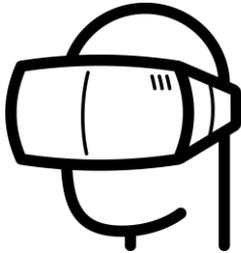
## The Future of experience starts at Futures Park

### A new player at Futures Park NAB Show

For the first time, the French innovation center [b<>com](#) has been selected to exhibit at NAB show's Futures Park ([booth N2035FP](#)). It will present five cutting edge technologies, all focusing on achievements of our Hypermedia research department - one of b<>com's strongest fields of expertise: ultra-high definition images, 3D sound, smart content, and virtual and augmented reality. Among the hot topics showcased will be SDR to HDR conversion and new immersive content and experiences.

### The end of egocentric VR experience. Let's share!

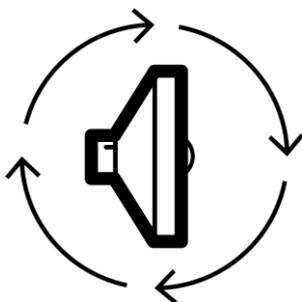
VR has mostly been demonstrated as an egocentric experience, most often with 360° content and 3-degrees-of-freedom for the end-user. For the first time in public, b<>com will demonstrate an immersive experience combining five key features of VR: storytelling and narrative intent, ultra-realistic content, multi-user capability, full motion/6-degrees-of-freedom, and natural collaboration and interaction.



*"We know that we're going to open fantastic horizons in terms of content creativity in VR with those technologies. The potential is huge. And thanks to the strong expertise we've developed in cognitive science, artificial intelligence, immersive interactions, advanced audio and imaging/video representations and coding, all the features we present are aimed at ensuring engaging VR experiences, motion-sickness free"* explains **Ludovic Noblet, head of the Hypermedia department at b<>com.**

### True surround sound designed for immersive content

Directors and producers agree: sound is critical to VR storytelling and to keep people engaged within a VR experience. Audio technologies like ambisonics, object-based surround, head-tracking and binauralization bring a significant contribution to the immersiveness potential of VR. b<>com is introducing a new set of audio plugins that enable the production and post production of truly immersive content. Those plugins are based on Higher Order Ambisonics (HOA) technology.



*"Our technology will bridge the critical gap for VR audio. It is the result of several years of audio research performed by world-class teams and our unique understanding of subjective perception and experience acceptability applied to VR"* says **Ludovic Noblet.**

In addition to those VR demos, for the first time, a unique 360° content watermarking solution will be presented.

*"We are very proud and excited by the opportunity the NAB association gave us with this booth inside the prestigious Futures Park. b<>com is dedicated to developing technologies that ultimately make a difference. The NAB Show is the perfect time to share what we do and where we are, getting feedback about it"* concludes **Ludovic Noblet.**

>> Discover the b<>com's whitepaper: [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. [www.b-com.com](#)

#### Media contact

**b<>com** : Marion Carcreff / [marion.carcreff@b-com.com](mailto:marion.carcreff@b-com.com)

[www.b-com.com](#)

Press release