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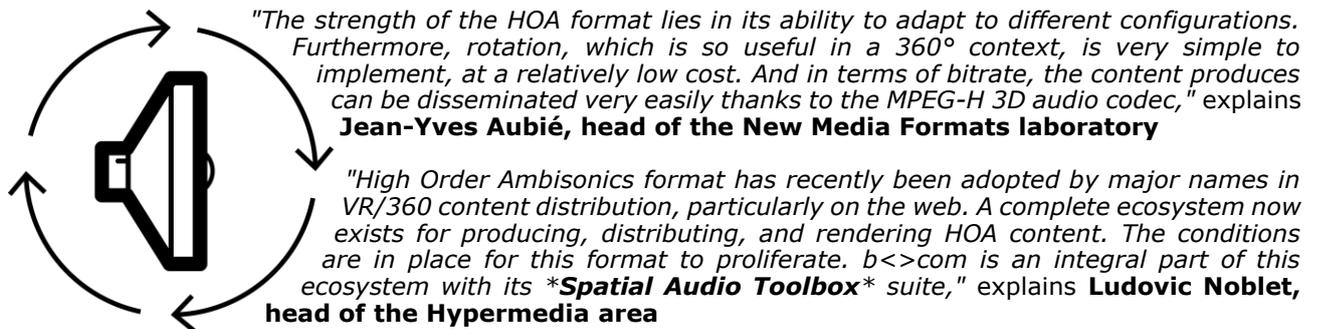
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IBC: b<>com enlivens VR with spatial audio

Spatial audio is what will enable virtual reality to succeed as a new media format. This vision has led b<>com to present exclusive versions of two mixes produced in HOA: A music video of the band Fanfarai produced by Tour'n'sol Prod and Radio France International, and "Vaudeville", a fiction short film by the DVGroup, at the Future Zone of the IBC (H8 G14).

For years, b<>com has been developing technologies in the field of spatial audio for the production and post-production of immersive content. 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. This format, combined with a spherical representation of the sound field, is intrinsically the ideal audio format for 360° content.

These are tools that have made it possible to produce audio versions of the two clips presented for the first time at IBC, the Fanfarai music video and the short film "Vaudeville".



New R&D partnerships to go further

In order to accelerate the development of advanced audio technologies and meet future needs related to changes in VR formats, b<>com and Aspic Technologies are using IBC to announce their partnership. Through sizable R&D synergies, this new arrangement will help increase their ability to anticipate and ambitiously address the needs of the VR market, whether for entertainment or professional uses.

Download our white paper: ["Audio: The Other Dimension of Virtual Reality"](#)

More information about [*Spatial Audio Toolbox*](#)



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. <https://b-com.com/en>

Media contact

Press Agency: Heidi Lambert / heidilambert@hcltd.demon.co.uk / T:+44 1245 476 265

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

www.b-com.com

Press release