

Press Release

Rennes/Montpellier, February 3, 2015

IDATE is coming to b<>com in Rennes

The Institute of specialized studies in Telecom, Internet, and Media Markets, IDATE, and the French Institute of Research and Technology b<>com, which focuses on agile networks and hypermedia, have announced the signing of an agreement whose initial presence is in the form of an office at the IRT's new campus.

The two new partners work in the same or at least similar fields of technology, and their respective operations are a good fit: Studying market trends for IDATE, and developing innovations for b<>com. It's a natural collaboration for two experts in the digital economy.



b<>com has settled in its new campus since January 5th 2015

The first step of this agreement involves an IDATE consultant moving into b<>com's new campus. Samuel Ropert, a specialist in technological innovation issues (the Internet of Things, mobile video, and network architecture) is joining the site in Rennes (West of France).

This marks a new expansion of the network which IDATE originally began in Montpellier and has extended to Paris, Brussels, London, and now Rennes.

For Bertrand Guilbaud, b<>com's Chief Executive Officer, *"in addition to the physical presence of Samuel, whom we are delighted to have with us now, we will be working with IDATE on research projects and common use cases. We're already considering working on navigating in the big data, innovative forms of visualization, and joint publications that use our teams' own cutting-edge technological expertise as well as the analytical skills of IDATE's consultants. More generally speaking, it is a wonderful opportunity for us to join IDATE's DigiWorld Institute think tank, which is globally recognized in our areas of activity."*

According to Gilles Fontaine, IDATE's Deputy CEO, *"more than ever, digital technologies are the fundamental driver of change, not just in their own industry but also in all fields of business. Understanding them and anticipating their impacts are central to what IDATE does, whether through the DigiWorld Institute think-tank program or through its consulting assignments. This cooperation with b<>com, a key player in technological innovation, will allow IDATE's consultants and members of the DigiWorld Institute to get close to R&D. It also marks IDATE's new presence in Rennes, one of the most fertile ecosystems for innovation."*

About IDATE and the DigiWorld Institute

Founded in 1977, IDATE has become a global leader in tracking telecom, internet and media markets, thanks to our skilful teams of specialized analysts. Now, with the support of close to 50 member companies, which include many of the digital economy's most influential players, the Institute has structured its development around three main areas of activity:

- **DigiWorld Institute – A European forum open on the world.** The Digiworld Institute has taken valued IDATE initiatives, such as DigiWorld Summit and the monthly clubs in Paris, London and Brussels, to the next level. Members have the opportunity to participate in think tanks on the core issues shaping the industry's future, drawing on the knowledge of outside experts and the Institute's own teams.
- **DigiWorld Research, – An independent observatory** whose task is to keep a close and continual watch on digital world industries, collect relevant data and provide benchmark analyses on market developments and innovations in the telecom, internet and media sectors – through its comprehensive collection of market reports and market watch services.
- **IDATE Consulting, time-tested analysis and consultancy solutions.** Our teams have established their credibility and independence through the hundreds of research and consulting assignments they perform every year, on behalf of top industry players and public authorities.

www.idate.org

About b<>com

The b<>com Institute of Research & Technology is dedicated to boost development and marketing of tools, products and services that improve everyday's life, thanks to research and innovation in digital technologies. In concrete terms, b<>com innovates at the highest level in the areas of hypermedia (ultra high definition images, 3D sound and images, intelligent content, virtual and augmented reality, etc.), smarter and faster networks and e-health as the first area of application.

It is based in Rennes and was launched at the end of 2012. It is supported by French government, Brittany Region and Cities Councils.

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