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A new event venue: b<>com *l'Espace*, a locus of innovations now open to businesses

Hosting an event is no simple task for a business. Though the content of the event is itself important, the site where it is held is equally so, because it sends a strong message about the company's image. At the b<>com campus, researchers and engineers enjoy quality equipment with the latest technologies in sound and images, in order to test the innovations of tomorrow. Now, b<>com is providing companies with this one-of-a-kind venue to transform their events into a unique experience with innovation as its hallmark.



l'Espace Conférences

© Fred Pleau



l'Espace Hypermedia

© Fred Pleau



La terrasse

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Technological expertise for practical uses

b<>com *l'Espace* is an event space designed to have digital technology serve human uses. It is composed of *l'Espace Conférences* and *l'Espace Hypermedia* and has a surface area of more than 500m² for up to 200 people. It was originally conceived to host and accommodate its own research projects. Beginning December 1st, b<>com opened this exclusive site to business and organizations that want to improve the effectiveness of their meetings and hold events with an innovative flair.

Just like "Plug & Play" products, *l'Espace* is very simple to use: touchscreen tablets at the entrance to the rooms play predefined custom programs and can be used to control the technical equipment (screen, sound lights, shutters, etc.) in one click.

*"We have identified a real need from businesses and brands for a venue that reflects the values of innovation and new experiences. b<>com *l'Espace* makes it possible to offer their employees and clients a cutting-edge technological environment, while remaining very simple to use. This spirit of openness is written in our DNA at b<>com, where we strive to transfer innovation to businesses,"* says **Bertrand Guilbaud, CEO of b<>com.**

An uncommon venue for an immersive experience

Whether a seminar, press conference, private screening, client presentation, or product launch, the best event for a business is one that reflects its own values. b<>com *l'Espace* meets this need by offering a high degree of customization:

Watch the video about b<>com *l'Espace*:



Browse the introductory brochure:



Early feedback promising

b<>com *l'Espace* has already hosted "beta testers". These business that got a first look include [Banque Populaire de l'Ouest](#), [Précontact](#), and [Capgemini](#).

No matter their profile or industry, all of them said they were satisfied and plan to do it again:

*"In early October, we invited about thirty guests (employees, clients, and prospects) to morning of discussions on the subject of innovation. This event, which was held in *l'Espace Conférences*, allows us to get out of a conventional framework and strengthen our image as an innovative, digital bank" says **Mr. Postaire, Director of the Social and Institutional Economy Division at Banque Populaire de l'Ouest.***

"We particularly appreciated the quality of the assistance provided by b<>com's teams, the technical set-up that provides extraordinary comfort to the speaker, as well as the option to play different content on the HD TV screens spread out in the meeting rooms without any difficulty. The campus's modern technological environment is also very enjoyable."

¹ b<>com's teams, made up of researchers and engineers, innovate at the highest levels, particularly in the fields of hypermedia (ultra high definition images, immersive content, virtual and augmented reality, etc.) and ultra high speed networks.

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[Photos upon request](#)

/ !! For an in-person visit, feel free to contact us!! /

About b<>com

With its innovations, the Institute of Research and Technology (IRT) b<>com is taking part in the European digital transformation. Its 200 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. Since its creation in 2012, the IRT has grown 30% a year. www.b-com.com

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