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## **b<>com exhibits two innovations at IBC 2015**

At IBC, a major trade show for broadcasting professionals take place from September 11 to 15 in Amsterdam, b<>com is exhibiting two innovations for more immersive video content in partnership with [Thomson Video Networks](#) and [VideoStitch](#): A 4K player and a spatial audio technology.

### **b<>com Ultra Player: The Revolution in Viewer Experience**

b<>com and [Thomson Video Networks](#) have announced a distribution deal for a 4K player in order to assist content providers that wish to offer better video quality to the end user. b<>com **\*Ultra Player\*** is a solution that makes it possible to play immersive content and all very high definition video: Ultra High Definition images combined with spatial audio.

This tool, which is being demoed at the Thomson Video Networks stand (14.A10), offers an intuitive, consistent web interface, and can fit into any workflow in order to meet the needs of professionals that want to edit audio/video content prior to compression.

### **"Reality Surround": Towards universally accessible total immersion**

In partnership with the French start-up VideoStitch, which specializes in "360 video made easy" solutions, b<>com is unveiling its first audio technology designed for the production of immersive content. The goal: Give the viewer a sense of immersion with uniquely realistic sound.

The VideoStitch stand (8.F20d), at the heart of IBC's [Future Zone](#), is where b<>com will demo the first version of its "Reality Surround" audio suite. b<>com experts will unveil a piece of content specially produced for Oculus Rift, integrating VideoStitch's video processing solutions and immersive sound technologies.

Based on the High Order Ambisonics (HOA) format, b<>com's sound capture and post-production solutions make "Reality Surround", an incredible sound not currently available for 360 content, both possible and affordable. These simple, flexible tools will actively contribute to the success of the VR (Virtual Reality) revolution.

The b<>com solution will be revealed in the months ahead.

*"Being present at two stands at IBC, a major international trade show for our research field of hypermedia, is itself a success story. Both in 4K and in immersive sound, this first-ever appearance by b<>com, just two years after it launched, was a challenge for the teams, and shows our determination to quickly move our innovative solutions to market,"* said **Bertrand Guilbaud, Chief Executive Officer**.

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The b<>com experts are at the IBC conference in Amsterdam,  
inviting you to come and discover \*Ultra Player\*:



**Thomson Video Networks booth  
14.A10**

**Stand VideoStitch (Future Zone)  
8.F20d**

**For meetings on-site, feel free to contact  
Ms. Emmanuelle Garnaud-Gamache at +33 6 71 87 78 11**

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### 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 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](http://www.b-com.com)



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