

b com

{your fields, our expertise}:

- networks of the future: 5G and beyond-
- tomorrow's media content-
- digital technologies applied to medicine-

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<networks of the future: 5G and beyond>

>your fields

- ◆ 5G: What will change for industry, health care, defense
- ◆ 5G, sovereignty and accessibility
- ◆ 5G and security
- ◆ 5G and beyond private networks
- ◆ Towards a cloudification of communication networks?
- ◆ 5G before and after 2023: Moving toward standalone
- ◆ 6G standard: How far along are we?
- ◆ Future use cases for 6G

>our expertise

- ◆ **b<>com is a key innovator in France and around the world in the field of 5G (and beyond) private digital infrastructure.**

b<>com develops convergent solutions for network and application infrastructure. This user-centric infrastructure adapts to changes in their practices while guaranteeing them optimal quality of service and data security. The innovations developed by b<>com are also meant to ensure the deployment of simple, accessible, secure digital infrastructure.

- ◆ **A recognized player for years in the development of solutions for 5G private networks, b<>com launched its *xG* ambition in late 2020. This is a sovereignty-focused technology strategy for private digital infrastructure, 5G and beyond.**

Future generations of digital infrastructure allow for new areas of application through the use of more agile, more open technologies, enabling bandwidth improvements, sharp reductions in lag, a variety of connectable objects, and greater energy efficiency. They will also change the way people work by becoming accessible to the IT teams of companies and institutions, which will be able to select, deploy, and operate them on their private networks.

The solutions that will be developed through b<>com *xG* will meet the operational needs of businesses and critical infrastructure operators including public safety and defense, public utilities (water and energy, etc.), manufacturing industries, and health care. These solutions may also be used in the cultural and creative industries.

b<>com *xG* will combine the benefits of cost, cybersecurity, energy-efficiency, ease of deployment, neutrality, and sovereignty.

more information about b<>com and 5G & beyond:

[5G and beyond: b<>com is hiring 90 talents to create a French and European champion](#)

[MWC 2019: 5G «à la carte», finally!](#)

[b<>com continues its 5G testing operations with the allocation of new frequencies](#)

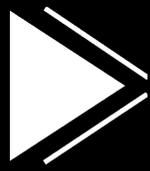
>your point of contact

Mathieu Lagrange
Networks & Security Director



<quick bio>

A graduate of INSA Rennes, Mathieu Lagrange joined b<>com in 2017 as head of Business Development. He has been Director of Networks and Security since 2019. After beginning his career at Alcatel Mobile Phone and then Mitsubishi Electric, Mathieu Lagrange joined RENESAS Corporation, where his efforts included heading up the development of the first Japanese 2G/3G dual-mode platform. He also participated in the audit confirming the technological capabilities of the Nokia modem division as part of its acquisition by RENESAS, then became Director of Modem Platforms for the company, before joining ENENSYS Technologies as telecom product manager in 2015.



<tomorrow's media content>

>your fields

- ◆ Media and 5G-and-beyond
- ◆ Creative and artistic opportunities offered by HDR
- ◆ Economic and technological issues of transitioning from the SDR format to HDR
- ◆ Standardization of image and sound formats
- ◆ Holography: The future of augmented reality

>our expertise

◆ b<>com, a key innovator in France and around the world in the field of new media content.

The New Media Content lab at b<>com builds **tools that allow anyone to create, store, transport, and share content.**

It delivers expertise and technology built off new characteristics and dimensions for images (resolution, depth, color, light, etc.), sound (spatialized audio), and new rendering systems (screen, projection, AR/VR headsets or goggles with 3 or 6 degrees of freedom, etc.).

It develops tools and solutions aimed at facilitating the adoption of these future formats by industry professionals, and ultimately the general public. **Holography** and **compression systems** are also among the lab's key expertise.

At the 2019 NAB Show in Las Vegas, b<>com won the Product of the Year Award for the Adaptive HDR Converter. This honor goes to the most successful and promising technologies in the audiovisual industry: <https://b-com.com/en/news/bcom-launches-adaptive-hdr-converter-nab-show-express>

more information about b<>com and tomorrow's media content:

[HDR or HDRn't: Is the debate purely about creative intent?](#)

[HDR for All: How to choose your solution?](#)

>your point of contact

Ludovic Noblet
IP & Licensing Director



<quick bio>

A graduate of the École Polytechnique de l'Université de Nantes with a major in electronics, signal processing, and real-time systems, Ludovic Noblet joined b<>com in 2014 as Director of Monetization. He managed the value of the intellectual property assets developed by b<>com and headed up b<>com Licensing. Since 2016, he has also been in charge of Hypermedia research.

Ludovic Noblet began his career at **Thomson Electronics**, where he worked on the development of digital TV broadcast technologies for the U.S. and E.U. markets, and took part in projects that paved the way for mobile television and IPTV. He then joined **France Telecom** as an **IPTV architect** in charge of the technical aspects of introducing high definition to the Orange IPTV service. He continued his career at **Orange Labs**, where he was appointed to head the **video compression R&D** lab.

In 2010, he joined **Dolby Laboratories Inc** in San Francisco as Primary Architect in charge of technological consistency for video initiatives. He then became the Senior Director in charge of the technology planning strategy for the **broadcast** division and significantly contributed to the U.S. company's success in several of its innovation initiatives.

<digital technologies applied to medicine>

>your fields

- ◆ Telemedicine: 5G and beyond, augmented reality
- ◆ Augmented surgery: Augmented reality, AR cloud, high-definition images
- ◆ Diagnostics: Artificial intelligence applied to clinical genetics and medical imaging
- ◆ Hospital of the future: Wireless operating room, predicting patient flows

>our expertise

- ◆ **b<>com, a key innovator in France and around the world to help the health care sector through its digital transformation.**

Thanks to the expertise of its laboratories and its ISO 13485 certification for medical devices, b<>com is helping the health care sector through its digital transformation. From assisting in surgical procedures to predicting patient flows to analyzing images and video or translational research tools, b<>com offers innovative solutions that can easily be transferred to health care providers in the fields of medical image and video processing, virtual and augmented reality, connectivity, and interoperability.

more information about b<>com and digital technologies applied to medicine:

[5G-TOURS](#)

[b<>com \[DICOM-RTV Converter\]](#)

[b<>com *Surgery Workflow Toolbox* \[Annotate\]](#)

>your point of contact

Laurent Launay
Applications Director



<quick bio>

An expert in image processing, 3D reconstruction, clinical software development, and medical devices, Laurent Launay joined b<>com in April 2017 as the manager of the immersive and medical technologies laboratory before taking charge of all applications in 2019.

After graduating from Centrale Paris, Laurent began his career at **General Electric Healthcare** in 1993. While there, he did his thesis in Image Processing with INPL and LORIA in Nancy, then served as a research engineer in an interventional imaging department. In 2001, he joined the team as project manager in charge of developing the Advantage Windows software suite that offers 3D visualization and advanced analysis tools for radiologists and surgeons. He went on to contribute to the growth of the application products portfolio for cardiology, oncology, functional imaging, and interventional/surgical planning.