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**b<>com wins the prestigious
Technology Innovation Award during NAB Show**

The French innovation center [b<>com](http://b-com.com) has just been awarded at the NAB Show 2017 for its SDR-to-HDR up-conversion technology. Launched during the 2009 NAB Show, the Technology Innovation Award recognizes organizations that bring advanced technology exhibits and demonstrations of significant merit to NAB Show, the first worldwide gathering and trade show for the broadcasting industry.

"We are honored to receive the Technology Innovation Award for our first application! With this award, we join Fraunhofer, NICT, ETRI, and Ericsson among the winners' club, all of them international key innovation players in our field. Being recognized by our peers, after less than 5 years of existence, means a lot for us. I'm so glad and thankful for our teams who deserve it!" says **Bertrand Guilbaud, b<>com's CEO** who accepted the award in Las Vegas.

"This award ends a terrific week at NAB Show, with lots of interest in our technologies and experiments: we feel very grateful to the NAB organization for welcoming us in Futures Park and giving our technologies such a high-level international exposure," adds **Bertrand Guilbaud**.

For the first time, b<>com has presented several implementations of a compact, high-performance technology to convert SDR (Standard Dynamic Range) content into HDR (High Dynamic Range) format in real time. Its main benefit: preserving the artistic intent of SDR sources.

"b<>com is a private research institute that develops and provides technology. Implementing our SDR-to-HDR up-conversion technology brings high value to both content providers and end users. It is cost-effective and easy to deploy, from glass to glass. To be successful with HDR, the industry needs such enablers." concludes **Bertrand Guilbaud**.

b<>com also presented a SaaS version for SDR-HDR conversion. This framework leverages video and audio processing in the cloud, using Linux container technology to ensure reliability, robustness and scalability.

More info on the five cutting-edge technologies released at NAB show's Futures Park (booth N2035FP): [Deep Experience](#)

**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>

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