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IBC: b<>com tests out the virtual reality of the future in a French theme park: *The Virtual Arctic Expedition*

In advance of the 2017 annual IBC show (International Broadcasting Convention), [b<>com](http://www.b-com.com), a French Institute of Research and Technology is currently testing for the first time in public its next-generation virtual-reality demo: a dive into the Arctic Ocean. This test has been set up in collaboration with the French ocean theme park, *Océanopolis*. Testing out brand-new developments in virtual reality with park attendees is an awesome opportunity and the potential for application in education and health is very exciting.

***b<>com will show this demo at [IBC](#),
from September 14 to 19 in Amsterdam,
Visit us on the Hall 8 Booth G14***

A new breed of virtual reality experience

Unlike current virtual reality content and systems, the *Virtual Arctic Expedition* heralds the end of solitary immersion, with the unparalleled integration of a new set of technologies:

- **Six degrees of freedom:** with the ability to move boundlessly in the virtual environment, wirelessly and with no lag.
- **Smart VR:** natural interactions between users and with the environment for better engagement among participants, through AI, real-time adaptation of animal behaviours.
- **Social VR:** because an experience shared between participants and with the outside world on social media is unforgettable.
- **Spatial sound:** hyper-realistic content marked by direct collaboration with scientists, combined with spatialized audio for immersive rendering...



"The expertise that we have developed in the field of virtual reality, immersive interaction, cognitive sciences, artificial intelligence, and audio/video/graphics formats allow us to offer engaging virtual reality experiences.

The potential is enormous for content creators and distributors. Our work with Océanopolis allows us to apply our technologies to "edutainment" content, but we are also looking at several professional sectors, like health and industry," explained Ludovic Noblet, Hypermedia Director of b<>com.

From July 3 to 13, groups of volunteer Oceanopolis visitors, equipped with virtual reality headsets and headphones, will spend about ten minutes exploring the unreachable Arctic seafloor.

20 meters deep, the divers move around in a hyper-realistic synthetic marine environment and interacting freely with the fauna and flora of this extreme environment.



During this real-world testing phase, b<>com's experts will be non-intrusively measuring the psychological and physiological reactions of participants in order to improve the system. Océanopolis will have the opportunity to measure the public's desire for science-themed virtual reality experiences and to evaluate the business model for this highly-innovative new attraction.

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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