

Press Release**Rennes, June 28, 2018****AVIWEST and b<>com to jointly develop tomorrow's retransmission systems****To work on new low-bitrate video compression systems Aviwest, world-renowned in the field of video transmission, has joined b<>com.**

Founded in 2008 and based in Saint-Grégoire in Ille-et-Vilaine, Aviwest is a world leader in the broadcast sector. The video solutions developed by AVIWEST, which enable the transmission of live images via 3G/4G cellular networks, are distributed in over 120 countries worldwide.

Live streaming, video 360, virtual reality; digital evolutions have deeply changed how people use video. According to a study published by Cisco, video content will represent 82% of the global content on the Internet by 2020, up from 70% in 2015.

In a growing market, actors pursue innovations to answer this digital challenge. The partnership between AVIWEST and b<>com takes place in this innovative field to imagine the future of video.

The teams at b<>com and AVIWEST will work together in Rennes starting this summer. An employee of AVIWEST will join b<>com's New Media Formats lab in order to work on new low-bitrate, low-latency video compression systems. This collaboration will make it possible to incorporate these new technology bricks into AVIWEST's current product lines and explore the innovation possibilities offered by b<>com's 5G experiment platform, particularly for developing new video transmission systems.

This partnership is meant to be long-term and with mutual trust since AVIWEST has integrated b<>com's technology ***Ultra Player*** that allows the playback of 4K UHD non-compressed content.

"We are proud and delighted to count the company AVIWEST among our members. It's a world leader in contributing and broadcasting high-quality video content. Its products are very successful. Besides these areas of excellence, we will work together on the opportunities offered by 5G networks. This is a new example of how our skills have broad applications and how b<>com's efforts to offer its members the latest experimental platforms are coming together," added **Bertrand Guilbaud, CEO of b<>com.**

"We've always been working on developing high added-value solutions adapted to our clients' practices. We must keep innovating and incorporating the latest technologies into our products. Collaborating with b<>com enables us to anticipate our clients' future needs and preserve our technological and competitive advantage," explained Erwan Gasc, **CEO of AVIWEST.**

Press contacts

Agency: Profile | Jennifer Loison & Titouan Coulon | jloison@agence-profile.com | tcoulon@agence-profile.com | 01 56 26 72 12 | 01 56 26 72 07

b<>com: Marion Carcreff | marion.carcreff@b-com.com

About b<>com

Created in late 2012, the b<>com Technology Research Institute is a tech provider and an innovation accelerator for every business that uses digital to increase its competitiveness. b<>com brings together multi-cultural disciplines and talents in augmented reality, virtual reality, and immersive media formats, in the fields of applied artificial intelligence, cybersecurity, 5G networks, Internet of Things, cognitive science, and e-health. Thanks to its world-class engineering team, its technology platforms and its unique mix of scientific and industrial knowhow, b<>com offers its clients technology solutions that give its clients the edge they deserve. www.b-com.com

About Green Hill Studio

Founded by Thomas Boggini, Yann Cariou and Quentin Merle, Green Hill Studio is a company which develops collaborative virtual reality experiences. Its products are intended for the location-based entertainment market (family entertainment centers, theme parks, virtual reality arcades, live escape games, casinos and so on). The studio stands apart with creations which involve more than one user at a time in the same virtual environment.