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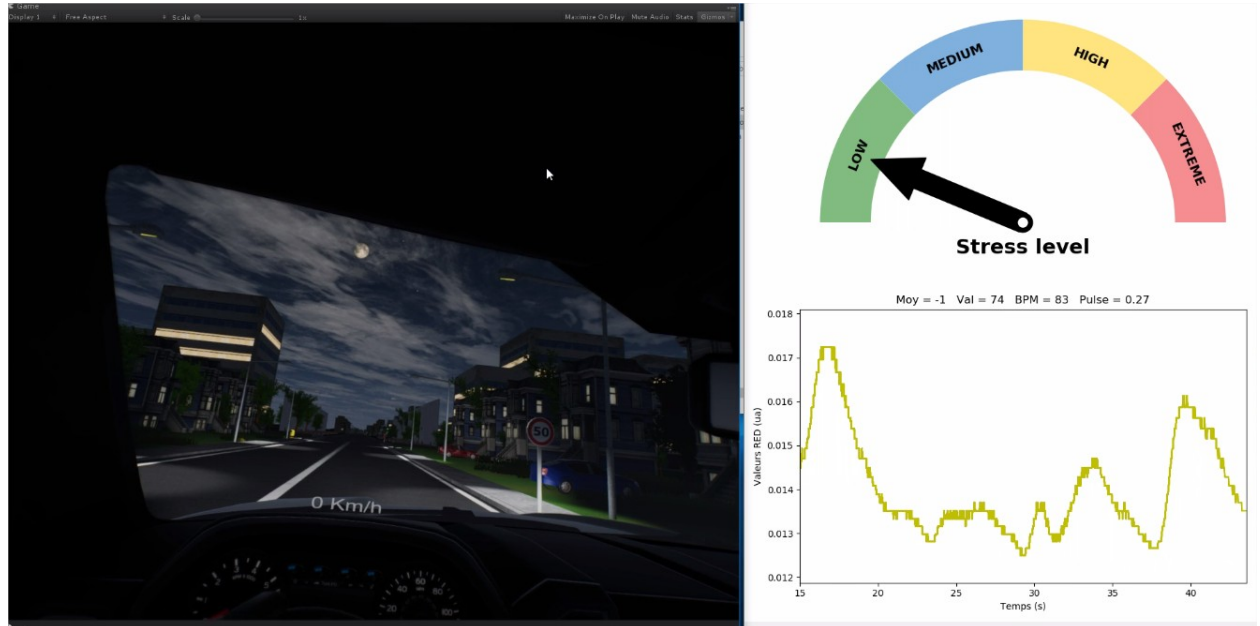
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## b<>com and Human Design Group imagine the future of user experience together

In order to better anticipate issues related to human factors in industrial technologies and engineering, Human Design Group (HDG) is joining b<>com, the Institute of Research and Technology (IRT). A fruitful collaboration whose first concrete results will be previewed at MONDIAL.TECH, from October 2-6, 2018, at Paris Porte de Versailles.

As research and development (R&D) expenditure accounted for more than €300 billion across all European Union countries in 2016\*, industrial firms are redoubling their efforts to optimize their innovation process. Human factor and ergonomics services meet this significant need. By making people the focus of their approach to development, they maximize acceptability and therefore the success of their technologies. Offering user-focused innovations to international manufacturers is the reason why b<>com and HDG have joined together.

**The first results can be seen at Mondial Tech, which will be held at the Paris Motor Show.**



HDG will present (Hall 7.3, stand C91) an exclusive virtual reality simulation demo codeveloped with b<>com, which immerses the user into a city driving experience in which many unexpected situations arise. Focused on user experience, the solution will make it possible, through cognitive technologies, to accurately evaluate human behaviors in the driver's seat. **The goal: Design better cars for the future.**

This example is just one of **the many possible applications for this partnership: Automotive, aeronautics, transport, defense, etc.**

As a supplier of technology and innovation accelerator, b<>com works to maximize user experience, identify new behaviors, and develop the assistive tools needed to take them further. To achieve this, it incorporates the best technologies for analyzing cognitive states, develops objective measurement tools to go with them, and sets up test platforms that integrate new practices employed by multi-faceted users.

Filling in the missing link between technologies and users, **Human Design Group**, home to over 100 consultants, is a leader in services and consulting for ergonomics, user experience, and human factors for the digital transformation of risky complex systems. HDG provides manufacturers' research and development departments with durable user-centered processes to increase the usage value and user experience of its clients' future products and services. In 2017, its revenue was close to €9 million.

"We are delighted to welcome Human Design Group as a shareholder. This new commitment legitimizes our investments and skills in the field and will solidify our growth prospects. It will allow us to develop a stronger ambition together on essential matters like cognitive technologies, ergonomics, and user experience. We share common expertise in understanding and analyzing human factors and are very proud to be able to witness the first concrete results of this partnership at MONDIAL.TECH," adds **Bertrand Guilbaud, CEO of b<>com**.

"Our partnership with the IRT b<>com is in line with our strategy of pooling expertise and finding professional synergies. This collaboration makes it possible to complete the commercialization chain through knowledge of both the industrial and academic environments in order to bring together the best of both worlds. With this partnership, will be able to optimize our innovation processes for our clients by facilitating the agile, user-centered development of Proofs of Concept (POC) validated by cognitive technologies. We are delighted to jointly present this first demo with b<>com that illustrates automotive sector activity and human factor sensors," explains **Dominique Soler, President of HDG**.

#### Sources:

\*Eurostat 2016: [R&D expenditure in the EU remained stable in 2016 at just over 2% of GDP](#)

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### About b<>com

Created in late 2012, the b<>com Institute of Research and Technology is a supplier of technology and innovation accelerator for companies that want to digitally boost their competitiveness.

b<>com combines talents from different cultures and disciplines in augmented reality and virtual reality, immersive audio and video, in the fields of artificial intelligence, cyber security, 5G networks, the Internet of Things and cognitive sciences, e-health, etc.

Its researchers and engineers from industry and academia work at its Rennes campus and its sites in Paris, Brest et Lannion. [www.b-com.com](http://www.b-com.com)

### About Human Design Group

Human Design Group (formerly Bertin Ergonomie, a spin-off of the Bertin Technologies Group) has been a pioneer and leader for 40 years in the field of consulting, services, and development for ergonomics, human factors, and user experience (UX) for the digital transformation of complex systems.

Human Design Group (HDG) is well-known among key industrial clients, and with its teams of pure players (100 consultants), implements durable user-centered processes to increase the usage value and user experience of its clients' solutions. In 2017, its revenue was close to €9 million.

In the automotive sector, HDG works jointly with automakers and parts makers in the form of in-house service centers, advanced research projects, and for the development and experimentation of proofs of concept (POCs). Our areas of intervention relate in particular to:

- Advanced cockpits (like the PSA i-cockpit PSA)
- Self-driving modes
- Connected services
- Human monitoring solutions (neuro-ergonomics).

Human Design Group is an SAS company with a registered capita of €3,000,000

-We connect Human & Technologies. Smart, Simple, Safe®