

## &lt; Date &gt;

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## &lt; Title &gt;

**First international collaboration agreement for b<>com**

**The Society for Arts and Technology (SAT, Canada) and the b<>com Institute of Research and Technology are signing a collaboration agreement in Montreal at the first edition of iX, the International Symposium on Immersive Creativity. To b<>com and the SAT, the agreement highlights how well their home environments mesh: The creativity of the Society for Arts and Technology, and of Quebec and Canada in general; and the technological expertise developed by the French IRT.**

b<>com and the SAT (Quebec, Canada) are announcing the signing of an agreement that confirms their shared desire to build concrete collaborations, particularly in the fields of visual immersion, interaction with hypermedia content, and 3D audio.

The signing of this agreement took place in Montreal during the first iX Symposium on Immersive Creativity. This event, focusing on immersive experiences, brought together more than 300 participants from around the world.

*"The Society for Arts and Technology has a global reputation in the field of immersive experience, particularly through its use of hybrid spaces and domes applied to artistic creation. For b<>com, which works on natural interactions in these immersive environments, but with a more industrial-scale approach, sharing views and holding discussions between research teams is part of an open, innovation-rich approach," says **Bertrand Guilbaud, the CEO of b<>com.** "We are therefore especially delighted to have a formal framework for our discussions. We can already foresee highly complementary approaches to 3D audio."*

According to **Monique Savoie, President, Founder, and Artistic Director of the SAT:** *"The SAT is very happy to partner with the b<>com Institute of Research and Technology through this international collaborative agreement to work on developing tools, processes, and new usages in digital culture. It is extraordinary how well our two organizations' interests align in the fields of immersion, interaction, and networking, and as such we expect to forge a successful relationship and share our respective knowledge, both in the context of current research and in new projects enhanced by this alliance. International collaboration that encourages the free movement of people, ideas, and research findings is essential to our fields of activity; this agreement between b<>com and the SAT confirms our mutual desire to work towards this direction."*

## About b<>com

The b<>com Technological Research Institute is dedicated to boost development and marketing of tools, products and services that improve everyday's life, thanks to research and innovation in digital technologies. In concrete terms, b<>com will innovate at the highest level in the areas of hypermedia (ultra high definition images, 3D, intelligent content, virtual and augmented reality, etc.), smarter and faster networks and e-health as the first area of application.

It is based in Rennes and was launched at the end of 2012. It is supported by French government, Brittany Region and Cities Councils (Rennes, Lannion and Brest).

[www.b-com.com](http://www.b-com.com)



## About SAT

Founded in 1996, the Society for Arts and Technology [SAT] is a transdisciplinary center for research, creation, production, training and dissemination dedicated to developing and conserving digital culture. North America's first Living Lab, the SAT specializes in immersive environments, the use of high-speed networks and experience design.

<http://sat.qc.ca/>

## More information about iX symposium

<http://ix.sat.qc.ca/>

## Press contact

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