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b<>com welcomes Frédérique Vidal and Guillaume Boudy for major announcements

The Minister of Higher Learning, Research and Innovation chose b<>com to announce a €450 million investment in technological innovation at IRT and ITE institutes, including €32 million for b<>com over the next five years.



Frédérique Vidal, the French Minister of Higher Learning, Research and Innovation, took the opportunity of her visit to our Rennes campus, in the presence of Guillaume Boudy, the government's Secretary General for Investment, to announce the €450 million investment in technological innovation at IRTs (Institutes of Research and Technology) and ITEs (Institutes for the Energy Transition).

b<>com's grant comes to €32 million, including €23 million between now and 2023 and a further €9 million that could be added to last until 2025, subject to commitments from partners. With this new wave of financing, the government intends to support businesses over time as they co-invest in technology research.

"For seven years, b<>com has been proving that it can keep the commitments it has made to the national government alongside its industrial and academic partners and local governments. This new round of public investment, which was expected, is critical to continuing b<>com's growth as it looks to the long term and faces global competition. b<>com can already point to major successes with companies such as Viaccess-Orca,

Aviwest, Human Design Group, and EVS Media Infrastructure, which sell the technological ingredients it has developed within its teams. Its international reach enables it to promote French skills and talents.” added Bertrand Guilbaud, the CEO of b<>com.

Innovation as a means of resilience

During her visit, the Minister also attended demonstrations of the most recent technological innovations developed at b<>com: Remote collaboration using virtual reality, holography for 3D visualization, video piracy prevention, an emergency room patient flow prediction solution, and a 5G experimentation platform.

“Innovation from technology research is more critical to the global recovery than ever. We are delighted that we were able to present our latest technological innovations to the Minister and show her how very committed our teams are,” explained Bertrand Guilbaud, the CEO of b<>com. *“The health crisis has tested our flexibility and adaptability. Projects that were set to begin in several months have finally gotten underway! In these unusual times, we must all be more inventive in order to think outside the box and suggest alternatives that will make the difference to our clients, members, and teams.”*

About b<>com

A technology pioneer and provider for companies that want to digitally boost their competitive edge, b<>com addresses several industries: culture & creation, digital infrastructures, health, defence and industry 4.0. Its laboratories bring together talented people from a variety of disciplines and cultures in areas like artificial intelligence, immersive video and audio, content protection, 5G networks, the Internet of Things, and cognitive technologies.

b<>com's researchers and engineers, drawn from the ranks of industry and academia, work at its Rennes campus and at its sites in Paris, Brest, and Lannion (France).

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 them invaluable competitive edge. www.b-com.com | [@IRT_BCom](https://twitter.com/IRT_BCom)

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