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b<>com sees its first successes

Between delivering products, creating new types of services, and upgrading platforms, 2014 was the year when the b<>com Institute of Research and Technology's work began to bear fruit.

In 2014, b<>com bolstered its organization in accordance with the goals it set for itself: producing major innovations in the development of agile networks and hypermedia. Today, the Institute is announcing the first tangible expressions of its laboratories' work, in keeping with its mission of bringing tools, products, and services to market. During the last twelve months, five software products were patented, included two that have already been sold to multimedia industry professionals. They include:

- **Video watermarking software**

Software used to digitally mark Ultra-High Definition files, offering a very high level of security and protection. An application for the media industry, the first operating license has been sold abroad, in Germany.

- **A 4K video/3D audio player**

This software can play the latest generation of uncompressed video and sound: Ultra High Definition images combined with spatial audio. A tool developed for all professionals who want to edit video and sound before it is compressed.



"2014 allowed us to accelerate our growth even further. Though 2013 was the year of our initial hiring and projects, I am proud to announce today our first international client, and our first patents and products. We are about to make the first technology transfers to our members a reality. The active involvement of our teams and members has been key to this success." explains **Bertrand Guilbaud, CEO of b<>com**

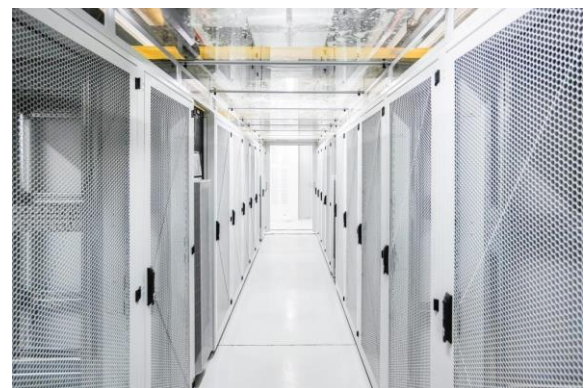
Vincent Marcatté, President of b<>com adds *"Even though b<>com is already coming out with its first products, it is also advancing in many other areas, by forging international partnerships, by getting involved in European consortiums (in the field of 5G networks), by taking positions in standardization bodies, and by actively participating in three of the New Industrial France "roadmaps": Augmented Reality, Cybersecurity, and Telecom Independence."*

What's in store for 2015

With its move to a new campus scheduled for January 2015, b<>com is taking a major step in its development. Innovation is central to the design of this new space: it's found in the layout, the infrastructure, and the work methods, to name a few.

This year, a full line of new technology products will be introduced. The products and services are in the process of being devised, and include:

- Powerful, customized solutions for storing and processing data in a data center with the latest features
- High end tools for recording and screening films
- Premium event spaces available for lease with the newest technologies



b<>com data-center for intensive HPC

Over the next two years, the IRT plans to release roughly fifty technological solutions, sixty software bricks, and more than a hundred research papers. b<>com, which built itself up rapidly, has now begun a new phase in its development: a results-focused stage where high quality and added value will be central to everything it develops.

About b<>com

The b<>com Institute of Research & Technology 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 is innovating 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



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