

<press release>

SIGGRAPH Asia 2023:

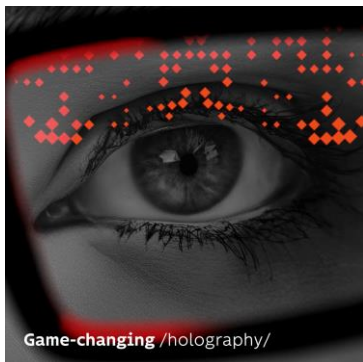
b<>com's gains international recognition for its expertise in holography

Rennes, November 16, 2023 - **b<>com** has been selected by **SIGGRAPH Asia**, a premier international computer graphics event, to present its latest scientific paper on holography. During this major conference set to be held in Sydney from December 12-15, 2023, IRT will share the fruits of its research alongside renowned scientists from MIT, Meta and University College London.

The scientific paper from b<>com will be presented at a conference at SIGGRAPH Asia on December 13. It will be our first glimps at how hologram computing can be embedded in a full-color wireless headset.

This technological breakthrough paves the way to marketing holographic headsets in the years to come.

*"The core of our research focuses on hologram generation and compression. This scientific paper presents our prototype holographic augmented reality headset, which can be used autonomously and wirelessly. This is the first time we've demonstrated that it's possible to obtain a hologram calculation embedded in the headset, thanks to a plugin, explains **Antonin Gilles**, Holography R&D engineer at b<>com.*

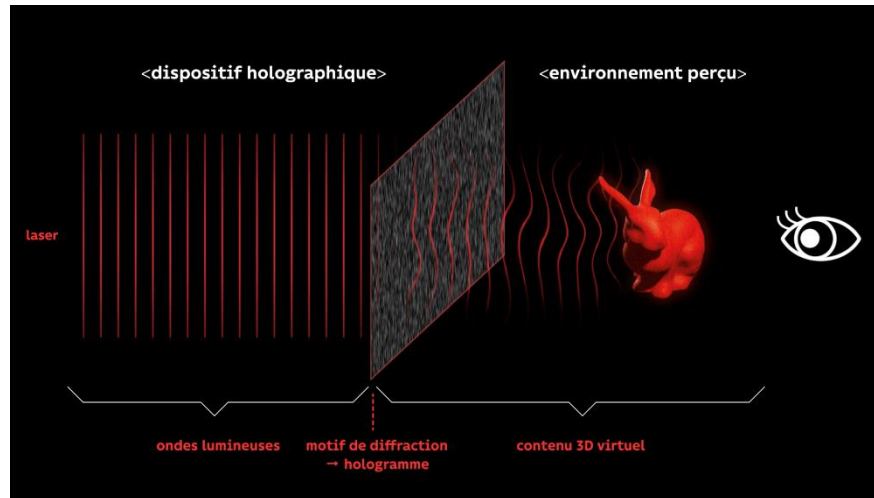


Game-changing /holography/

*"Participating in an event as selective as SIGGRAPH Asia means real international recognition for us. It secures b<>com as the benchmark for holography. More generally, this boosts the IRT's global visibility and reach, and proves our ability to evolve within the tight circle of leading researchers in this field," says **Jean-Yves Aubié**, Head of Images, Vision and Immersion at b<>com.*

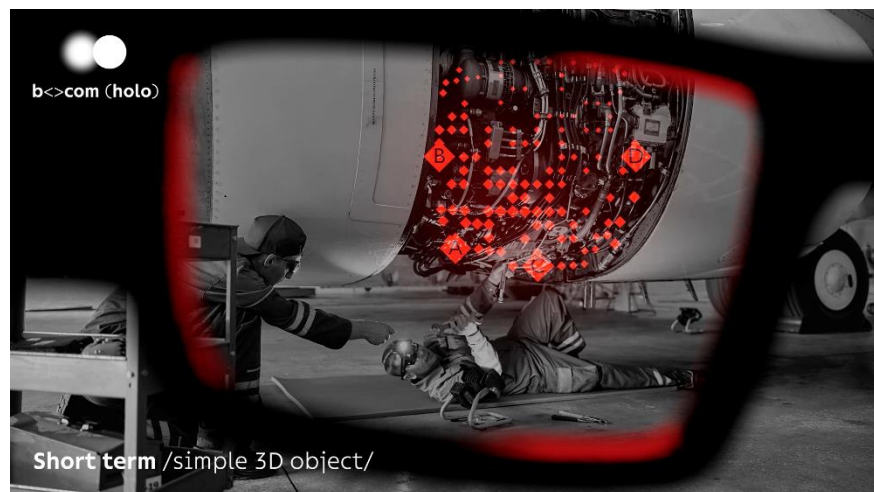
Like the flat screen in the age of the cathode ray tube, **holography has arrived as a disruptive technology in the augmented reality market.**

Holography is a process to record and then reproduce the live waves from an object or scene, as shown in the diagram on the right >>



This cutting-edge technology promises real benefits because it facilitates interaction between virtual elements and the real-world environment by offering a more comfortable viewing experience while it provides human visual cues for a more natural, realistic illusion.

Opposite, an example of a remote maintenance use case on an aircraft >>



Visuals and diagrams available on request

About b<>com

b<>com explores, designs, and delivers the digital technologies of the future.

As a catalyst for transition, this private Institute of Research and Technology champions a more responsible approach to digital innovation. It offers innovative solutions to meet market demands and address the challenges of digital trust.

b<>com researchers develop technologies that serve key European industrial sectors, focusing on six core areas: connectivity, cybersecurity, digital twinning, immersive experiences, future computing, and artificial intelligence. b-com.com | [Twitter](#) | [LinkedIn](#)

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