

<press release>

b<>com Revolutionizes Set-Top Boxes with *Sublima*, the AI-Powered SDR-HDR Converter

Rennes, France, October 21st 2024 - **b<>com's *Sublima*, an AI-driven SDR-HDR converter, has been chosen by Vantiva, a global technology leader delivering solutions that connect consumers around the world to content and services—to enhance its latest generation of set-top boxes. The aim is to deliver an augmented audiovisual experience for users. b<>com unveiled *Sublima* for the first time, running on one of Vantiva latest set-top boxes, at IBC, the premier event for broadcast industry professionals.**

Augmenting the Audiovisual Experience

By integrating the [*Sublima*](#) AI-powered SDR-HDR converter, [Vantiva's](#) set-top boxes—equipped with a local neural processing unit (NPU)—provide unparalleled image quality. This innovative technology enables:

- Real-time optimization of contrast and color, with optimized performance thanks to NPU integration
- Native support for HDR-compatible televisions

A Breakthrough for the Broadcast Industry

"This collaboration brings together Vantiva's expertise in premium set-top box manufacturing with b<>com's state-of-the-art AI technology, allowing us to expand our Vantiva Home AI software suite," said Vincent Guitard, Product Director for Set-Top Boxes at Vantiva. *"This groundbreaking technology delivers a truly enhanced viewing experience for our customers."*

Emmanuelle Garnaud-Gamache, CEO of b<>com, added: *"We're thrilled that the advanced capabilities of this new version of *Sublima* have won Vantiva's trust. Seeing our solution rolled out on a large scale in their set-top boxes is both a significant achievement and a testament to our expertise. This partnership showcases the transformative potential of AI in video technology for the home entertainment industry."*

Availability in 2025

The first Vantiva set-top box featuring [*Sublima*](#) was unveiled at IBC in Amsterdam last September. The full rollout of [*Sublima*](#) is planned for early 2025. With this world premiere, b<>com reinforces its position as a pioneering provider of services and technologies that make a real impact.

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About b<>com

b<>com explores, designs and delivers tomorrow's digital technologies to accelerate transitions.

Drawing on its team of industrialists and academics, the Institute of Research and Technology develops R&D projects to enhance the competitiveness of businesses. It promotes augmented intelligence and energy efficiency to improve industrial processes.

The goal is to provide innovative solutions to market needs and meet the challenges of decarbonization and digital trust.

Its technologies are developed for critical infrastructure, defense, agri/agro, security, healthcare, Industry 5.0 as well as cultural and creative industries. Its experts develop innovative, secure digital technologies (cloud, cybersecurity, AI) that serve signal, content and network processing (connectivity, video & sound, digital twins, human factors).

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