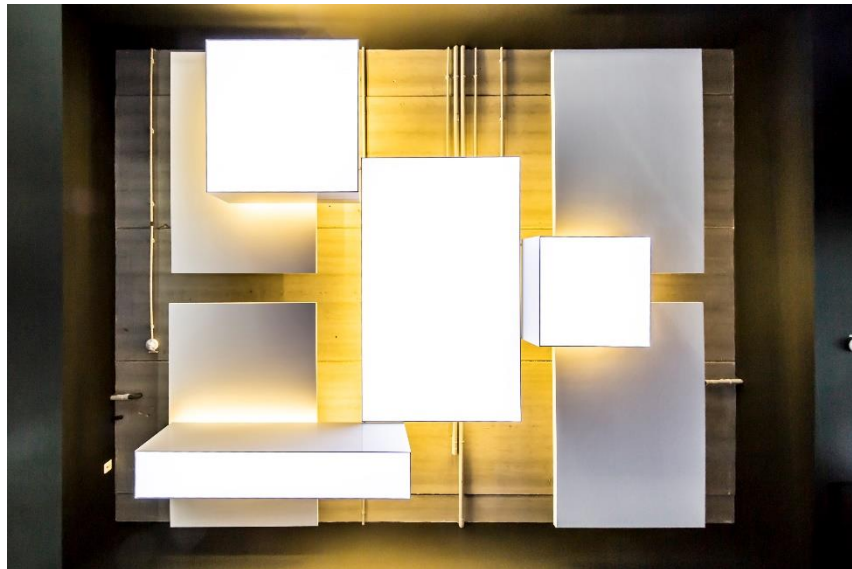


A DIVE INTO THE UNKNOWN

First ever innovation gathering held in France
Limited in size; unlimited in scope

New York, NY (April 5, 2016) — 100 attendees. 18 hours. Infinite possibilities. On July 7, 2016, 100 visionaries will meet in the beautiful city of Rennes, France nestled in the northwest corner of the Brittany region for a one-of-kind conference that promises to break the mold in innovation. Welcome to [fdive](#).



Gathering the most innovative minds for a discussion and exchange of ideas and advancements affecting all aspects of our lives – from our posture in the workplace to medical advances, and technology—{dive} is an immersive, multidimensional, multisensory global event designed to maximize interaction between speakers and attendees.

The event is geared toward curious, open minded individuals who are charged with driving innovation across all industries and sectors within their business. {dive} even offers an innovative and novel take on pricing, which includes a travel discount that increases with the distance, so the farther the guests have to travel to get to {dive}, the bigger the discount.

{dive} attendees—which will be capped at 100 for a more intimate, immersive environment—will have the opportunity to participate in a full day of stimulating, interactive sessions and discover fresh ideas and insights from some of the leading strategists, entrepreneurs and innovators in the world.

From the moment they arrive, participants will be treated to a one of a kind culinary experience starting with a discovery breakfast and creative lunch designed by the Culinary Living Lab (Le Centre Culinaire Contemporain). An evening party features a rich and diverse line up of musicians and DJs selected by [Les Trans Musicales](#), the biggest European music discovery festival.

"The genesis behind the event is to fully engage participants from the start, so that they become a part of this unforgettable experience," said Emmanuelle Garnaud-Gamache, {dive} co-creator and Director of International Development for b<>com. "The main stars of the event are the guests themselves."

{dive} speakers are industry innovators from across the globe, among them:

- **[Amber Case \(US\)- Cyborg Anthropologist](#)**
Named One of National Geographic's Emerging Explorers, Amber studies the interaction between humans and computers and how our relationship with information is changing the way cultures think, act and understand their world.
- **[John Fragomeni \(US\)-President Mirada Studios & Andrew Cochran \(US\)- Digital and Interactive Director, Mirada](#)**
John oversees all aspects of Mirada's diverse portfolio of visual effects, design and digital technology platforms. His work spans a wide range of clients including Apple, Audi, BMW and Google. Andrew's projects focus on combining storytelling with new forms of immersion and interaction. Most recently, Andrew has directed the Google Shop VR Tour, a real time interactive dancing performance for Intel and a commercial for the Barco Escape theater system featuring M&M's.
- **[Kei Shimada \(Japan\)- Global Director of Innovation and Business Development, Dentsu Inc](#)**
Kei is focused on going beyond the company's traditional advertising to cultivate new global business in the digital arena.
- **[Nimrod Madar \(Israel\)- President and CEO of Innovision Labs](#)**
Nimrod oversees the research, development and commercialization of new software solutions aiming to measure, train and improve visual performance.
- **[Mark Catchlove \(UK\)- Director Insight Group, EMEA at Herman Miller](#)**
Mark is responsible for commissioning as well as sharing Insight into the latest thinking in workplace design and related issues. The subjects covered include, The Psychology of Collaboration, Social Capital, Generations at Work, Creativity in the Workplace and Agile Working.

"At {dive}, we believe that attracting an international crowd is a priority in order to have a rich and invaluable experience. We look forward to welcoming the inaugural group of {dive} innovators to our campus and the beautiful [city of Rennes](#)," said Marion Carcreff, {dive} Event producer.

About {dive}

{dive} is the first multidimensional, multisensory global event dedicated to innovation that puts user experience at the forefront. Developed and organized by [b<>com](#)'s team of innovators, {dive} will take place at their main campus in Rennes, France on July 7, 2016. Capped at 100 attendees, the event is designed to maximize immersion and interaction between speakers and attendees. www.dive-event.com

About b<>com

With its innovations, the Institute of Research and Technology (IRT) b<>com is taking part in the European digital transformation. Its 200 researchers develop tools, products, and services that make everyday life easier. They focus on two fields of research: Hypermedia (ultra-high definition images, 3D sound, smart content, virtual and augmented reality) and more agile ultra-high speed networks (cloud, cybersecurity, ultra-high speed mobile, network resilience, Internet of Things). Of the many fields of application for these technologies, e-health has allowed b<>com to participate in the digital revolution going on in medicine. Founded through a private/public partnership, the IRT gathers the best experts from industry and academia at its campus in Rennes, and at its sites in Lannion and Brest. Since its creation in 2012, the IRT has grown 30% a year. www.b-com.com