

THE FUTURE OF INNOVATION *Transforming the user experience*

New York, NY (April 25, 2016) —On July 7, 2016, top innovators from across the globe 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. Created under the auspices of b<>com, which houses a campus of over 200 researchers covering next generation of contents, immersive interactions, 360 sound, high speed networks, cyber security, augmented healthcare and more, [{dive}](#) promises 18 hours of immersion and innovation for participants.

The distinctive list of speakers includes the top two female innovators whose stellar work is changing the way we live, work and interact with the world around us: **Amber Case**, a cyborg anthropologist and researcher who is considered one of the most influential women in technology and **Laura Khoury**, founder of Shoptelligence, a Unified Commerce engine based on artificial intelligence and consumer engagement that works to deliver the ultimate personalized shopping experience. I

Gaming industry innovators **Luc Beaulieu** and **Jean-Philippe Doiron** of Frima Studios (in Canada) which just released Fated, a new VR game and focus on mixed realities and blurring the lines between physical and digital worlds will treat the attendees to a one of a kind gaming experience.

Other speakers include:

- **A panel of 3 entrepreneurs will investigate the innovation process in e-health and discuss the role played by patients and doctors: Nimrod Madar (Israel)** , founder of "GlassesOff", the famous app which improves visual performance of smartphone users;
- **Joshua Landy, (Canada) Chief Medical Officer at Figure 1**, a start-up changing doctors' life through a network of over 500,000 medical professionals sharing and discussing medical cases;
- **Emmanuel Dumont (USA), founder and CEO of Shade**, a wearable technology that measures measure UV exposure to empower patients suffering from Lupus.
- **Mark Catchlove (UK) Director Insight Group, EMEA at Herman Miller** will provide some insights at groundbreaking research on workplace design

"We are pleased to announce a dynamic group of speakers whose work is improving and revolutionizing our everyday lives," said Emmanuelle Garnaud-Gamache, {dive} co-creator and Director of International Development for b<>com.

"I'm very excited to go to {dive} because of the people and the ideas I'll get to meet. I imagine it will be like an art museum where people are the exhibits instead of paintings," said Amber Case, {dive} speaker and Cyborg Anthropologist.

"I am excited to be part of an immersive experience focused on anticipating and delighting customers from a variety of different industries and parts of the value chain. True customer centricity requires rethinking every element of strategy and operations. Although industries



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operate seemingly independently, everything arrives at the same destination – the customer, and this needs to be taken into account. The creativity embedded into the day – the activities, food and topics – is sure to stimulate new ideas and compel participants to consider new viewpoints,” said Laura Khoury, {dive} speaker, entrepreneur and founder of Shoptelligence.

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