{dive}:event
beyond convention
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Extraordinaire!
First Annual Conference on Innovation and User Experience Marked a Huge Success

New York, NY (July 13, 2016) – It began with a concept to connect global innovators. After a year in the making, 85 individuals from 15 different countries and 5 continents gathered at the b<>com Institute for Research and Technology in Rennes, France for an 18-hour, multisensory conference on innovation and user experience on Thursday, July 7th.

"We had one goal in mind in producing {dive}: to deliver the best experience to experts, creators and innovators coming from all over the world. You can't talk about innovation and user experience without testing new ideas: it was R&D applied to event design! After spending 18 hours together, we now can say that it achieved our goals. A great new community was born on July 7th", said Emmanuelle Garnaud-Gamache, b<>com's Director of International Development and {dive} organizer.

The conference highlighted user experience advances and the impact they continue to have on our everyday lives. Speakers and attendees were encouraged to explore outside their comfort zone and keep an open mind when discussing topics such as the future of work, future of play, artificial intelligence and calm technology. Throughout the event, {dive} partner Centre Culinaire Contemporain invigorated everyone's taste buds with delicious French cuisine served with a multitude of surprises. The insightful day closed at the UBU Club in Rennes, with a party featuring {dive} partner and innovative musical organization Les Trans Musicales. The event was such a success that the organizers are already looking ahead to begin preparing for the 2017 {dive} into innovation.

The full speaker lineup included:

- Amber Case, Cyborg Anthropologist, USA

- Ladislas de Toldi, the founder of Leka

- Jean-Philippe Doiron, Frima Studio, Canada

- John Frangomeni, Mirada Studios, USA

- Laura Khoury, Shoptelligence, USA

- Joshua Landy, Figure 1, Canada

- Kei Shimada, Dentsu Inc., Japan

- Mark Catchlove, Herman Miller Insight Group, UK

- Luc Beaulieu, Frima Studio, Canada

- Andrew Cochrane, Mirada Studios, USA

- Nimrod Madar, InnoVision Labs, Israel

- Anne Marie Elias (Host)- Australia

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For pictures from the event and more information on the speakers and sessions, please find us on Storify.

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} was held 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, cyber security, 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

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