

Time to dive into experiential innovation ***Few Tickets Left for {dive} Event***

New York, NY (June TK, 2016) — [{dive}](#), the inaugural conference on innovation and user experience unveiled its final line up today, featuring a distinctive list of speakers from all over the world. From a shopping app that uses Artificial Intelligence to revolutionize the way we shop online to the 'emotional headset' that interacts with our neurowaves to detect insight and emotion, {dive} speakers will share the tools and insights that will revolutionize our daily lives and redefine the future of user experience. The event will be emceed by Australian innovation consultant and entrepreneur Anne-Marie Elias, who will set the tone for the event and keep the discussion at a pace that is both interesting and informative.

Created under the auspices of [b<>com](#), which houses a campus of over 230 researchers covering next generation of contents, 360 degree sound, high speed networks, cyber security and more, [{dive}](#) promises 18 hours of stimulating, interactive sessions with a diverse group of the world's leading strategists, entrepreneurs and influencers including:

- Anne Marie Elias (Host)- Australia
- Amber Case, Cyborg Anthropologist, USA
- Ladislav 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

{dive}:event
beyond convention
07.07.2016/Rennes/France

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“At {dive}, we will witness the process of designing a conference focused on telling the stories of innovation and how it pervades our lives through user experience. I was drawn to the speakers and organisers who have a deeper connection with human centred design. This is the future and {dive} is exploring our relatedness of innovation with user experience and design thinking...and that is groundbreaking,” said Anne-Marie Elias, {dive} emcee and an Australian innovation consultant who focuses on innovation, entrepreneurship and tech ecosystems to solve tipping point problems and achieve real outcomes.

“The {dive} event is a true reflection of this group’s passion and acumen for curating unique immersive experiences. What interested me most with this event is, that it has a focused intention, that is designed to promote thought provoking conversation, challenge thinking and be a meeting place for investigation, innovation and future collaboration. I wanted to share in this rich experience,” said John Fragomeni, President of Mirada Studios, whose work focuses on marrying storytelling with technology to further push the boundries of imagination in narrative experiences.



For more information about {dive} and press credentials, please contact damira@rosengrouppr.com .

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

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