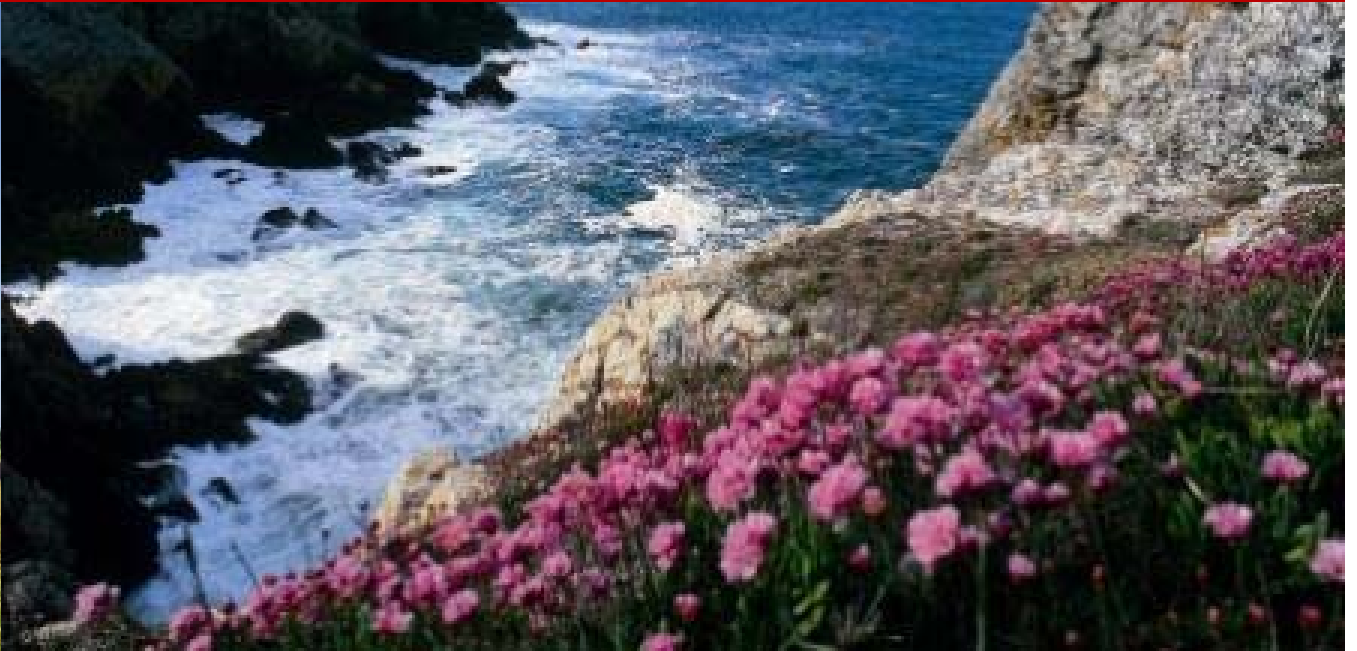




# Bretagne Technology Showcase Nov 18<sup>th</sup> 09 - Palo Alto, CA

*Land of Excellence and Innovation*

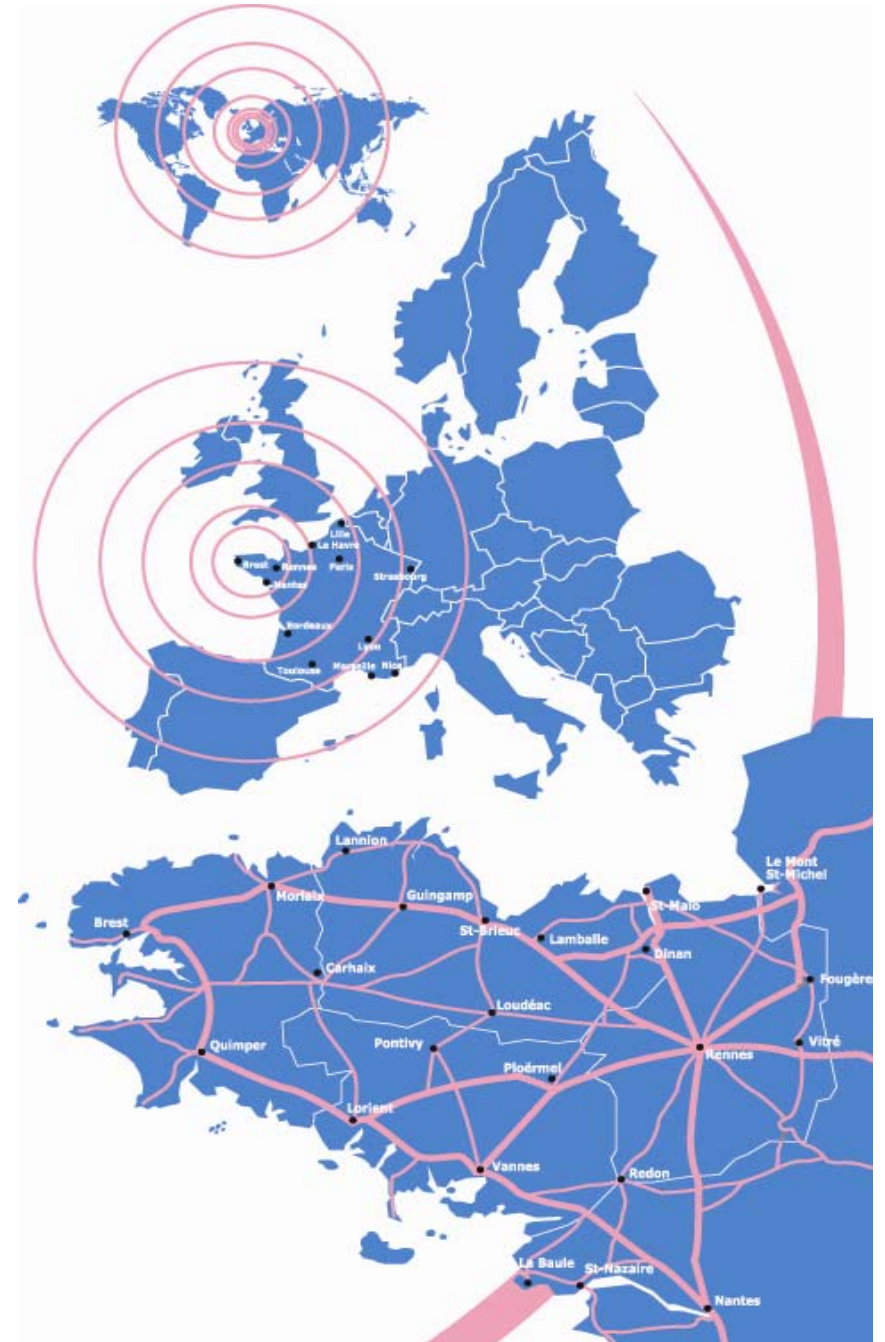


# Bretagne Technology Showcase

Vincent Marcatté,  
President  
Bertrand Guilbaud,  
CEO



Palo Alto, November 18th 2009

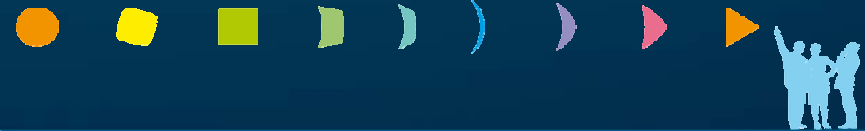




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& réseaux

## Loading the Future

Collaboration among Competition :  
A strategy for innovation



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# ▶ A dynamic ecosystem

- Founded in **2005**, one of the major **French Clusters**
- In **Bretagne & Pays de la Loire**
  - Impressive innovation track record
- Over **200 members**
  - **25 International Corporations**
  - **25 research labs and higher education**
  - Over **150 SMEs**
- **Sharing the same vision**
- **Developing collective intelligence**



# ▶ Bringing together the best talents





## ▶ Mission, Vision

### ■ Mission :

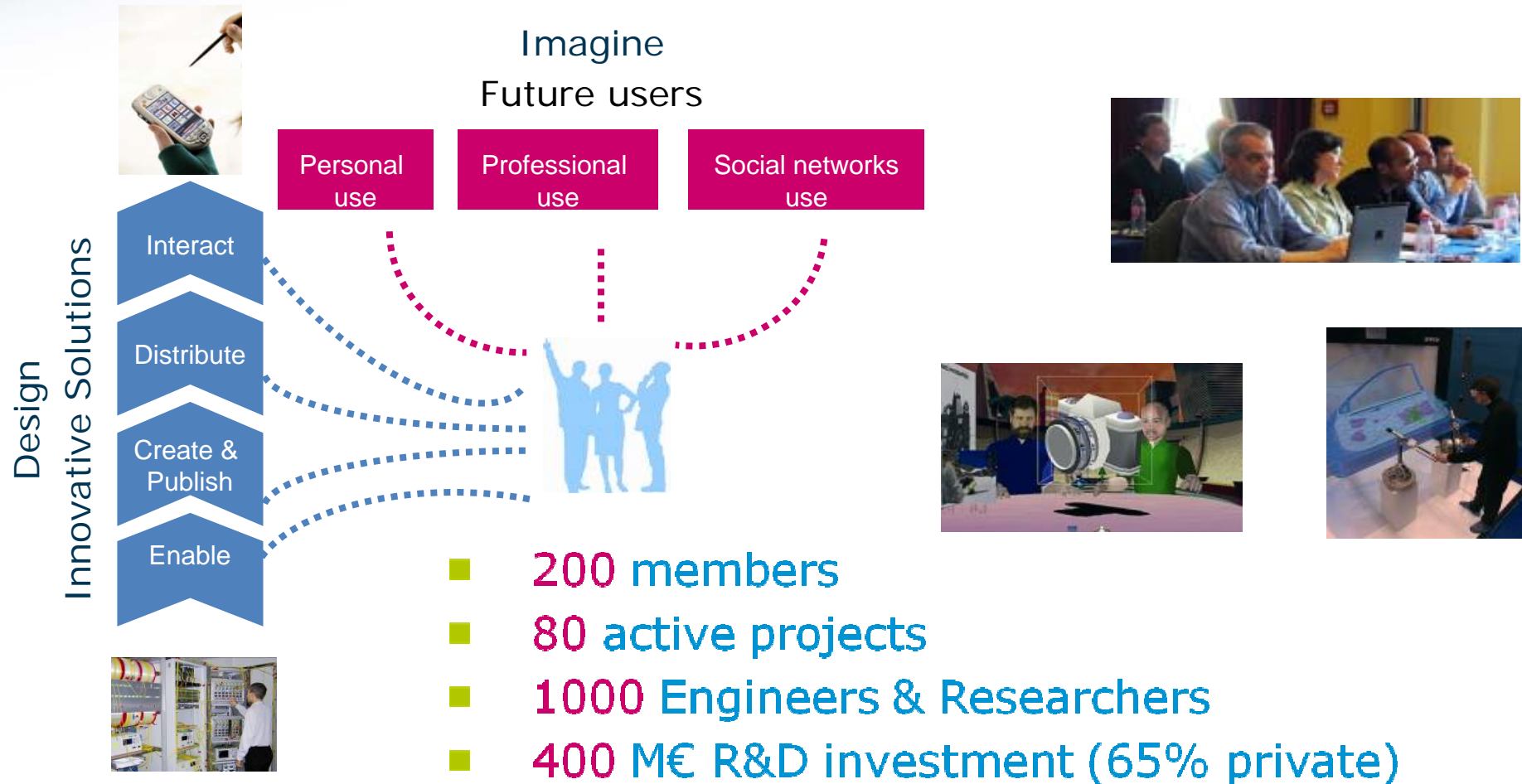
- ▶ Develop "Coopetition" to innovate on more ambitious programs,
- ▶ Create and Develop Collective intelligence on its territory,
- ▶ Accelerate project outcomes,
- ▶ Keep and attract key talents,
- ▶ Improve international visibility

### ■ Vision :

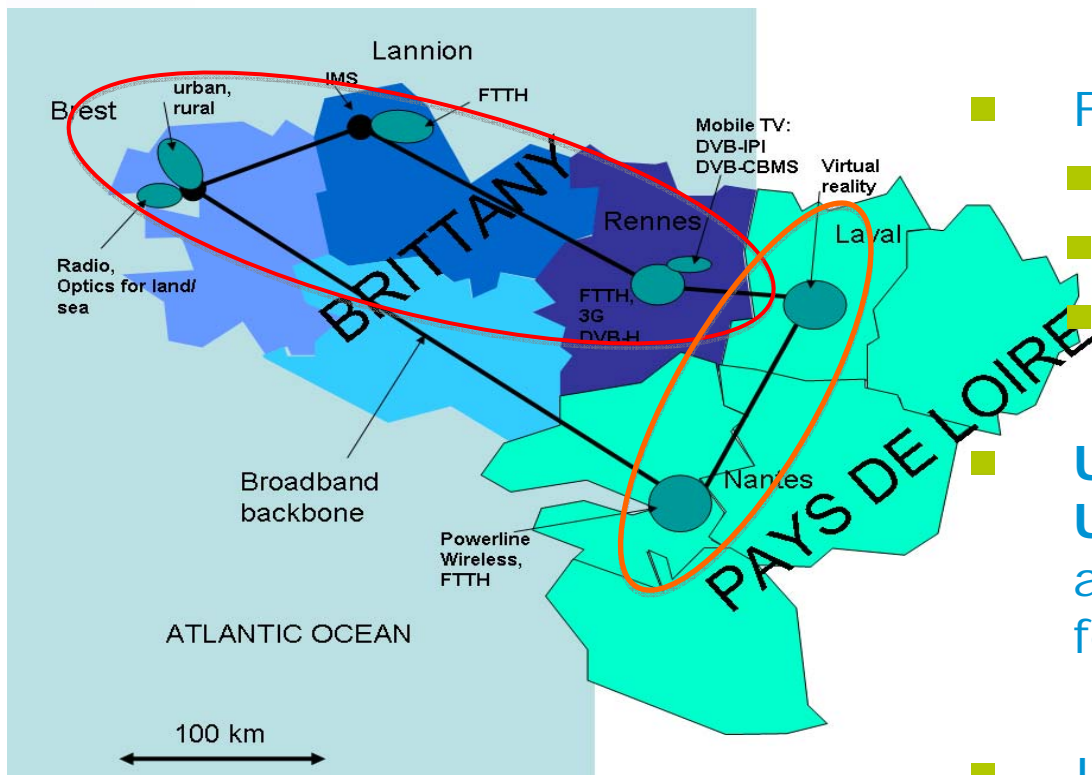
- ▶ Telecom, Audiovisual, and ICT markets convergence modifies our relationships and experiences with AV content,
- ▶ Changing our everyday life in our private, professional and social spheres (culture, education, leisure, working conditions...),
- ▶ Leading to permanently evolving business models.

# ▶ Coopetition : a large-scale virtual lab

## ■ Addressing a twofold challenge:



# ▶ ImaginLab, a reference platform



- Provide tools/process to ease technology transformation into products and services
- Fixed Line and mobile Networks
  - IMS & FTTH
  - DTTv, and PMT
  - LTE
- **User Centric Design : >3000 Real Users** in their actual environment for accurate research or valuable direct feedback
- Integrated with other European platforms

# ▶ Developing global Reach

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## ■ Overall:

- ▶ Technology exchanges
- ▶ Disruptive user understanding

## ■ Support SME Members

- ▶ Create business opportunities
- ▶ Foster Partnerships

## ■ Offer to international partners

- ▶ Give insight into our region techno expertise
- ▶ Contribute to technical analysis on inbound investments
- ▶ Open the door for new innovative project opportunities

## ■ Existing Partnerships agreements :

- ▶ France (Club17, Imaginove)
- ▶ Japan (YRP)
- ▶ Colombia (CINTEL)
- ▶ Europe (DIMES Finland, Vindeira Spain, tbc)



# Thanks

## Teaming up is key on the road of innovation and success

Contact :

**Vincent Marcatté – Chairman**

[vmarcatte@images-et-reseaux.com](mailto:vmarcatte@images-et-reseaux.com)

**Bertrand Guilbaud - CEO**

[bguilbaud@images-et-reseaux.com](mailto:bguilbaud@images-et-reseaux.com)

**Emmanuelle Garnaud Gamache- Communication**

[eggamache@images-et-reseaux.com](mailto:eggamache@images-et-reseaux.com)

