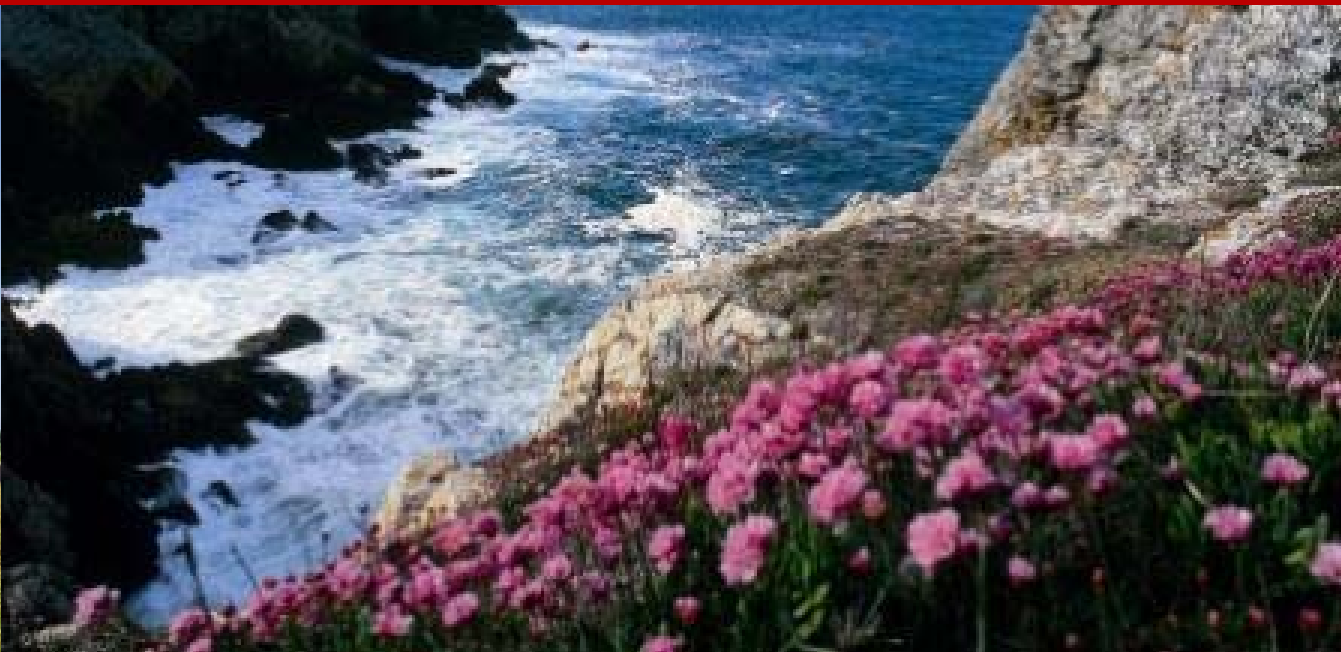




# Bretagne Technology Showcase Nov 18<sup>th</sup> 09 - Palo Alto, CA

*Land of Excellence and Innovation*



# Bretagne Technology Showcase

Romuald Delmont,  
CTO



Palo Alto, November 18th 2009



# Archividéo



40 Rue des Veyettes  
35000 Rennes, France  
Phone: +33 299863020

# Founders, Funds & Men

## Founders:

### ◆ Jean Baillon - CEO :

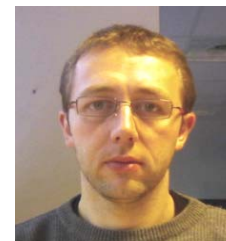
- Essec - Urban Planning specialist (Ecole des Ponts) – PhD in Economics
- Commercial team manager

### ◆ François Gruson - COO :

- Ecole Centrale Paris, Architect
- Conceived the offer,
- Operational manager and market evangelist.

### ◆ Romuald Delmont - CTO :

- Research & Development Manager, Strategic foresight



## Funds:

### ◆ 40% - Jean Baillon

### ◆ 40% - François Gruson

### ◆ 15% - IPO-CIC (Bank)

### ◆ 5% - Employees

## The company

### ❑ 1st period :

- Founded in 1985.
- 3D still & animated images for architecture and urban planning.
- 2006 : 14 people – 1,0 M€ sales – profit always positive.



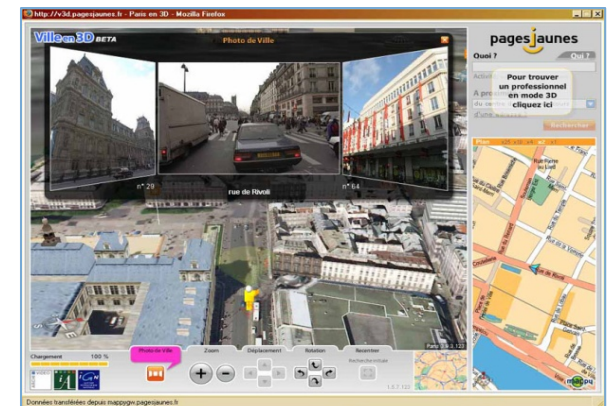
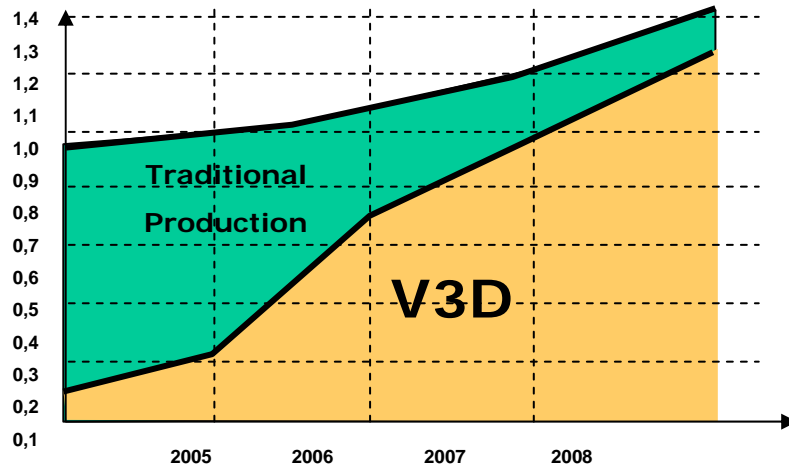
# The company

## ❑ 1st period :

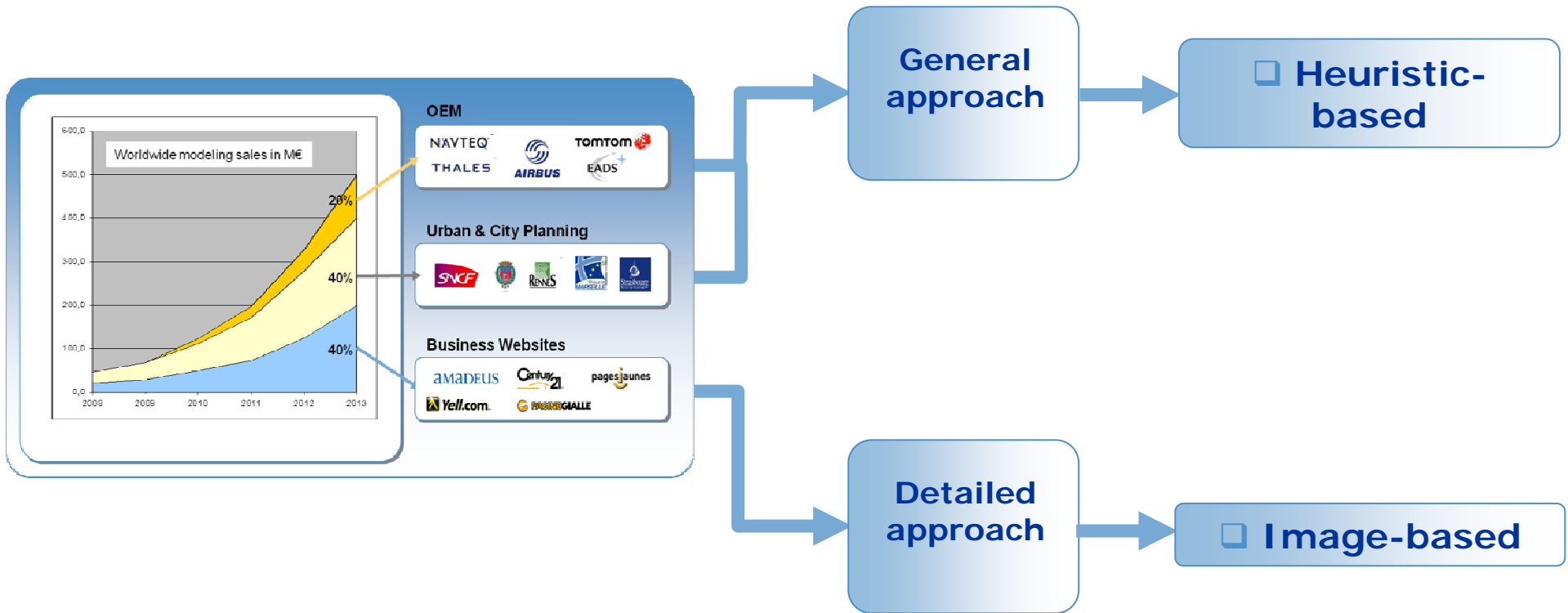
### ❑ 2nd period : since 2006

#### ❑ Triggered by a contract lasting several years with **Yellow Pages** :

- Complete strategic re-positioning
- Industrialization of V3D production process using innovative technologies.
- Participating to a large emerging market.



# Two needs - Two technologies



# Solutions

- Archividéo's production process includes both technologies :

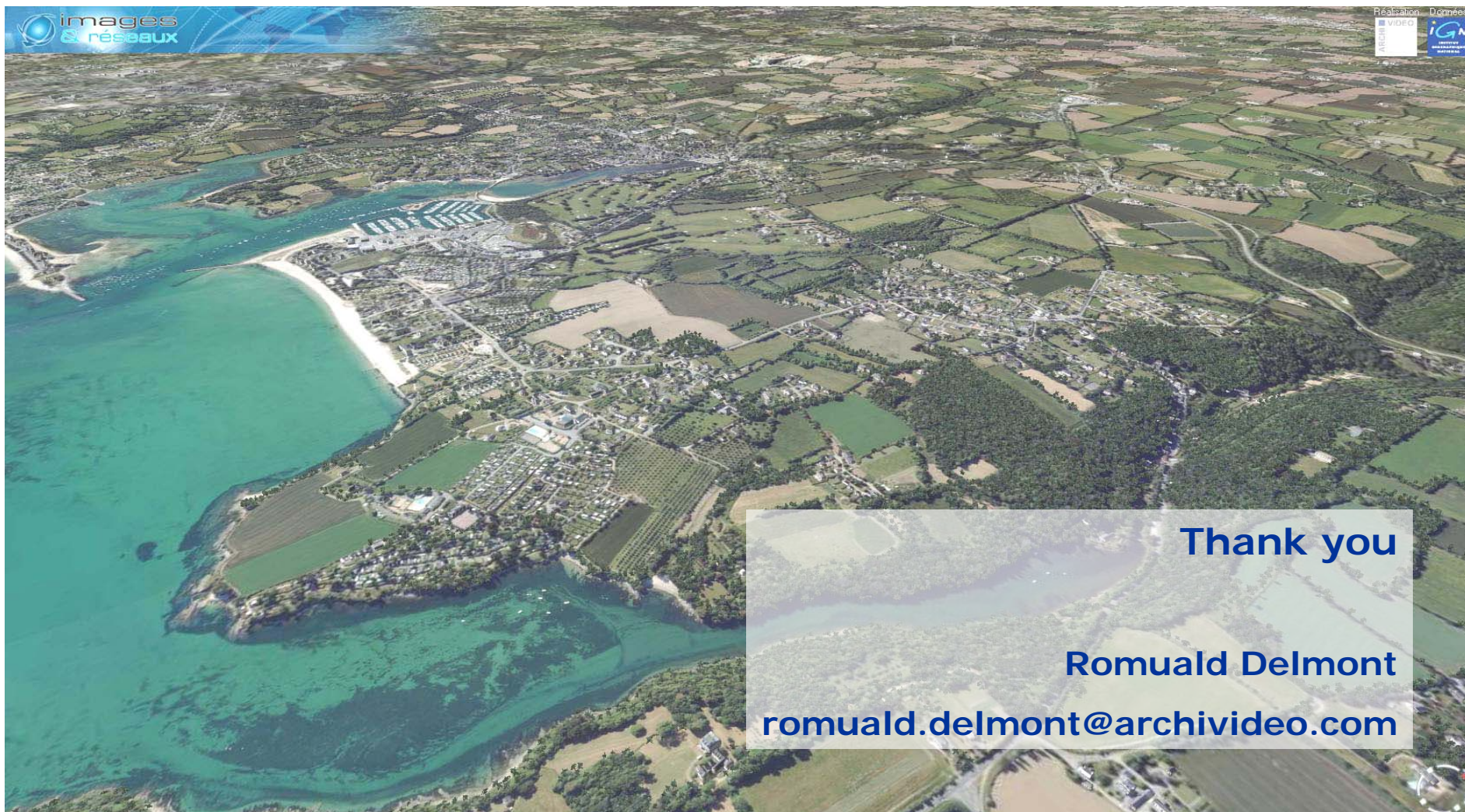
	Heuristic	Image-based
Rendering	Realistic	Real
Evolution of the model	Progressive : by improving rules and adding real photographs into texture set	Hard: acquisition of new photographs and reprocess.
Cost	Low	High
Limits	None Model can represent the whole world	Usually a city Different model won't fit together



# Bretagne 3D – Heuristic Modeling



# Bretagne 3D



Thank you

Romuald Delmont

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