



IBM is one of the leading global technology and innovation companies in the world, headquartered in Armonk, NY.

As a globally integrated enterprise, IBM operates in more than 175 countries and is continuing to shift its business to the higher value segments of enterprise IT.

IBM is a cognitive solutions and cloud platform company that offers a wide range of technology and consulting services; a broad portfolio of middleware for collaboration, predictive analytics, software development and systems management; and the world's most advanced servers and enterprise computers like IBM Watson. Utilizing its business consulting, technology and R&D expertise, IBM is making the world work better by transforming industries and professions through technology and data. This includes working with organizations and governments to build systems that improve traffic congestion, managing water, and the health and safety of populations.

IBM annually invests approximately 6 percent of total revenue for R&D, focusing on high-growth, high-value opportunities. In 2015, IBM was awarded more U.S. patents than any other company for the 23rd consecutive year. IBM Research has received recognition beyond any commercial technology research organization and is home to 6 Nobel Laureates, 10 US National Medals of Technology, 5 US National Medals of Science, 6 Turing Awards, and 20 Inductees in US Inventors Hall of Fame. Our company was behind the inventions of the PC; SABRE travel reservation system; UPC codes, Watson, the Jeopardy!-playing computing system, and much more.

## IBM

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## Market(s)

**Intercative media, gaming, transmedia, web, mobile, social networks**

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**Broadcast Technologies**

## Strategic lines

**2D/3D Animation, 3D Broadcast solutions, Digital equipment, Digital media equipment & solutions, Image analysis, Internet and digital services**