

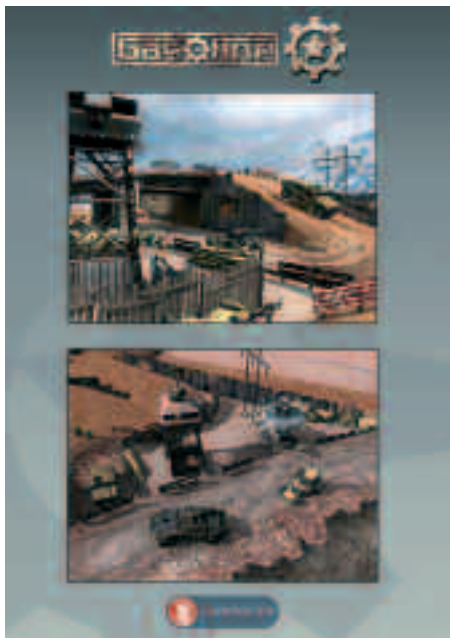
# wireless innovation

## CAVEMAN ARTS

Established in February 2002, Caveman Arts has quickly grown into a successful digital games company with a formidable reputation for creativity and quality.

The Dundee-based company is determined to push the boundaries of handheld mobile games, exploiting the wealth of new and developing technologies. Founded by Mike Figures, Managing Director, and his wife Evelyn, Caveman Arts employs five full-time staff.

Following the completion of Caveman Arts' first game for a well-known publisher, Mike has his sights set firmly on establishing the company as a leading mobile software developer.



# SHOWCASING SCOTLAND'S WIRELESS INNOVATION

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## How has the company developed since launch?

Mike: "We noticed the upsurge in the mobile gaming market in 2003 and were successful in our application for a Small Companies Innovation Support (SCIS) award from Scottish Enterprise Tayside to develop our gaming engine."

"We got our first games deal in the summer of 2004 from Kaju Wireless. Climber X: Mountain Rescue was published in November to some good reviews. It is available in most of Europe, South Africa, and the US. It is now being converted for the Chinese and South East Asia markets. We are currently working on a new game which will be published in April."

## What's different about your technology?

Mike: "We noticed that a lot of the products in the mobile gaming market were of low quality. We have set ourselves extremely high standards because we do not believe that the poor quality games will last. We have built in a large amount of gameplay value into Climber X because we believe people are prepared to pay for that."

"Our business vision is to work towards the convergence of PC and console applications with mobile applications, enabling subscribers to interact with the service and each other, whatever access device they use, from Mobile phones, Personal Computers or Consoles. This type of service can be accessed regardless of the location of the user or the access device (PC or mobile) they use and can be played in a manner that suits the users' individual needs at that particular moment. This combination of PC / Console gaming and mobile gaming brings about a new dynamic for online gaming and offers enormous potential."

## How has Wireless Innovation helped the company's development?

Mike: "We first had contact with Wireless Innovation during 2004. We attended some of the events held by the initiative and they were excellent. They covered topics that were of genuine interest and relevance to our business and the information we gathered certainly had a positive impact on us. The contacts we made through the initiative were also valuable. It would be difficult for me to get access to this expertise and knowledge on my own."

## What are your ambitions for the future?

Mike: "We are currently investigating multi player mobile game concepts and multi-user mobile business concepts. This is an area with considerable future potential which we are very interested in developing. We believe there are a number of opportunities for multi player, multi-user applications."

"Our aim is to push the boundaries of the handheld mobile games market and establish a cutting edge mobile development company that will evolve with the progression of mobile technologies. These new technologies will transform how we do business, how we work and how we play."

## How can Wireless Innovation help you achieve your goals?

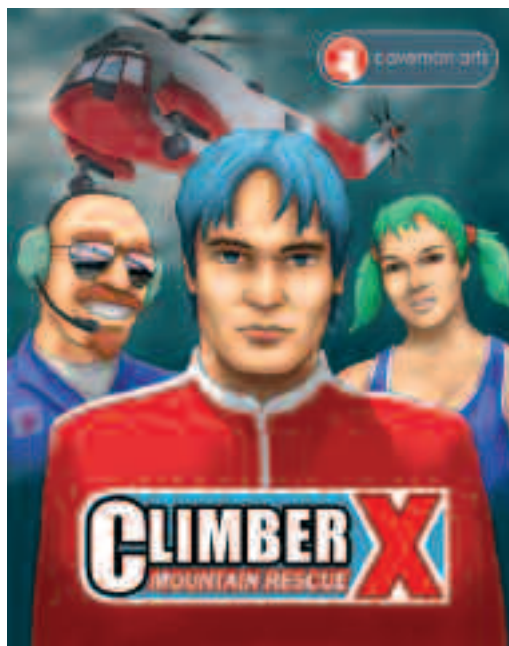
Mike: "I hope that we can access the test lab for future gaming projects. We have encountered a number of problems related to testing games with different devices. Unfortunately a game will not work on every device. It needs to be adapted for each handset. Wireless Innovation's test facilities could be a huge benefit to us in the future. Hopefully we can use it in future development work. I would also expect to make more valuable business contacts through the initiative."

## What's your perception of the wireless sector in Scotland currently?

Mike: "At the moment the industry is experiencing some rough times. After the initial explosion, a number of companies are being 'shaken out' as the market evolves. We are operating in the very early stages of the mobile content market. This is a very dynamic environment to operate in, but that is what makes it so fascinating and exciting."

## Where are the best opportunities for the future?

Mike: "By 2006 we expect to see two billion mobile phone users. That is a tremendous opportunity. We believe there are a variety of possibilities surrounding multi-user mobile applications. As the capacity of phones increases, they will be able to do so much more. That is extremely exciting."



## CAVEMAN ARTS

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