

## CODEPLAY

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**ANDREW RICHARDS, CODEPLAY**



### **Describe your current business**

Codeplay research and develop bespoke compilers and development tools for processor designers. Codeplay specialise in programming tools for multi-core and media processors. At the request of customers, Codeplay can rapidly build a bespoke compiler to provide C/C++ programming support for the customer's new processor design.

### **What makes you innovative/unique?**

Existing compiler technology from other companies does not handle media processors very well. Codeplay's compiler technology is specifically optimized for media processors and GPU's. Customers who have used GCC and other alternative compilers suggest that these alternative compilers are very poor at features that are core to mobile media processors, such as software pipelining, filling up VLIW slots, filling delay slots and scheduling. These are all areas that Codeplay has unrivalled expertise in.

Codeplay has also invested lots of research in tools for multi-core processors. The introduction of multi-core processors is still proving to be a major problem to the industry and Codeplay is uniquely positioned with a software solution that it has so far had one major adopter for.

[www.codeplay.com](http://www.codeplay.com)



# CODEPLAY CASE STUDY

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## Who are your key clients?

Previous clients include AGEIA, QUALCOMM and ITI Techmedia. Current clients include a large Japanese equipment manufacturer and a European mobile phone media processor company.

## Where do you feel Wireless Innovation have added value to your business?

Wireless Innovation has been able to introduce and promote Codeplay to major players in the industry. Wireless Innovation facilitated a meeting with Qualcomm Ventures in Hillington, which led to subsequent meetings in London and genuine interest from Qualcomm in potentially becoming a strategic investor in Codeplay. The introduction the Wireless team set up with ITI Tech Media also proved fruitful and led to us securing a contract for online games development. Wireless Innovation also introduced Codeplay to senior engineers at the Edinburgh Design Centre of Xilinx Inc, the FPGA supplier.

## Which service/advice has been the most valuable to your business?

Provision of networking opportunities. Wireless Innovation has proven adept at organising events that are timely and useful for small companies. For example, Wireless Innovation held a briefing event describing the new Scottish Executive support for research and innovation – the information gained at that event contributed directly to Codeplay’s success earlier in 2009 in securing a £70K SMART grant award.

A further benefit of the events run by Wireless Innovation is that these targeted events bring together key contacts from all levels of the technology sector in Scotland and abroad. Codeplay made high-level contacts with Motorola, Nokia and Ericsson at events organised by Wireless Innovation – and it is also useful to be able to swap war stories with other young technology companies!

## What impact has it had? (did it change your business model and if so, how?)

The team has introduced us to potential strategic investors and although there is no outcome thus far, the introductions and networking opportunities provided by Wireless Innovation have been very useful in preparing us for when the time comes.

## Were there limitations in the support you were offered from Wireless Innovation?

No. The team at Wireless Innovation have always been very helpful and proactive.

## Where do you see the future growth potential of your business?

We see most growth coming from the mobile devices sector, consumer electronics, with a focus on programming tools for multimedia processors.

## Will you continue using the services of Wireless Innovation in the future?

Yes, Wireless Innovation add a lot of value to our business and we see them as a key contact in the industry.