

wireless innovation

HELIXION

Edinburgh-based Helixion is leading the way in the development of next generation security for next generation mobile devices by developing the storage and security capability features of Secure Multimedia Cards (SMC) and SmartSD cards for use in mobile devices. SMC/ SmartSD cards are presently more commonly used in cameras & PDAs but are already evolving into Smart Phones. These cards embed a SIM-type secure micro-controller device beside the Flash memory, significantly increasing the amount of data that can be stored locally in the mobile device with the added capability of making the data very secure.

Helixion is now well positioned to address the major opportunities associated with Fixed/Mobile Convergence. WiFi-enabled 2G/3G mobiles will be released in significant numbers during 2006 and these devices offer powerful opportunities for Fixed Line businesses to provide new services. Helixion's strategic product development, the "TARESS™" solution, offers these players a new model to build security-based, value-add services, not previously thought possible.

CEO, Neil Stewart, who previously founded the well-known smart card tools business, Aspects Software, formed Helixion in May 2002. As the SMC market begins its' rapid growth, Neil aims to increase his team of ten and drive forward his plans to build Helixion into a significant market player.



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How has the company developed since its launch?

Neil: "The new SMC/ SmartSD cards will offer mobile operator & mobility businesses the opportunity to attract and retain customers and increase revenues through the provision of Content-rich value added B2B and B2C products and services. However, the key security issues that exist are in the areas of user network authentication, personal identity, secure Content/Data management & storage and the movement of Content/Data in, out and around the mobile device. This is what our strategic product development is intended to address."

"We originally developed a range of discrete applications for SIM cards and smart cards that we are now selling and that are also evolving for SMC/SmartSD. A UK DTI grant in 2004 enabled us to conduct a feasibility study which proposed a security platform, "TARESS™" which utilises the security capabilities of the new SMC/ SmartSD Cards. Earlier this year we secured a funding package, which included DTI SPUR funding, to support our strategic product development."

"Looking ahead, it is the emergence of SMC/SmartSD on which TARESS™ is built which is particularly interesting for us and where I see Helixion, with its world leading expertise in this area, gaining a market leading position in the developing Fixed/Mobile Convergence market."

What is different about your technology?

Neil: "We are exploiting a gap in the market and believe we are ahead of the game with the TARESS™ concept. By providing a complete, secure device environment, TARESS™ will address the key security related areas mentioned earlier. It will also offer businesses a powerful branding capability either on the SMC/SmartSD device itself or via the mobile device graphics software. This is a powerful marketing tool for those businesses looking to attract/retain clients and increase revenues."

What stage is the company at?

Neil: "The development of applications for SIM cards will generate income in the short term along with our consultancy services. In the medium term we will adapt our SIM and non-SIM smart card technology for the SMC/SmartSD market. We are now well underway with our long term key strategy to build a standard security solution, "TARESS™" and our market research has already identified key industry players interested in our development and expertise."

How has Wireless Innovation helped Helixion's development?

Neil: "Our interaction with Wireless Innovation has definitely grown over the months. I have attended a number of events and have met potential customers and partners as a result. They have established valuable connections with the industry in the UK & Europe which is now extending globally. Through Wireless Innovation we have also gained access to specific and valuable market research reports and this has been extremely useful."

"Wireless Innovation is now playing an increasingly important role for small innovative mobile technology businesses in Scotland. By pooling intellectual resources and talent, they can help the industry - and companies like ours - become successful."

What are your ambitions for the future?

Neil: "I want Helixion to become a global leader in next generation mobile data security. The reality is that it will be a gradual process. The latest round of funding marks a key stage in our development and will allow us to drive forward our technology development over the next two years and help take products to market, globally. We are looking at markets primarily in the UK and USA but going forward this will extend to Europe and APAC. We are already involved in a collaborative project with a key convergence player, which will create a valuable channel market our TARESS™ solution."

How can Wireless Innovation help you achieve your goals?

Neil: "Small independent companies do not have the wherewithal to make a big impact, but Wireless Innovation offers a powerful mix of relevant customer introductions, market research and networking opportunities that I don't believe is available elsewhere, to this degree, in the UK. I am sure Helixion can only benefit from this in the future."

"From a more practical level, we have spoken to Wireless Innovation about their test laboratory. We will definitely use those facilities in future to test our SIM applications and TARESS™ solution."

What is your perception of the wireless sector in Scotland currently?

Neil: "It is certainly a lot better than ten years ago, but there is still a long way to go before Scotland has truly developed a thriving wireless sector. At the moment there is not enough focus. We need to investigate what Scotland is really good at and put more public funding behind those technologies in specific areas. If we are serious about positioning Scotland as a key player in the wireless sector, then we have to be selective and get it underpinned with substantial public and private funds to make it happen."

Where are the future opportunities for growth in the sector?

Neil: "As the industry moves towards Fixed/Mobile Convergence, major changes will be driven by the massive increase in bandwidth and the infrastructure to support it. It remains to be seen who the big league players will be in the future, but I firmly believe that Fixed/Mobile Convergence will be key. One thing is for certain though, when the explosion in mobile data occurs, I definitely want Helixion to be leading the way with our mobile data security products and expertise!"

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