

# wireless innovation

## MIXIPIX

Glasgow-based mixipix has attracted considerable interest with its unique technology, which supports animated content creation and transmission services for the mobile market.

Founded in July 2002 by Lesley Keen, CEO, and Dr Kevin Bradshaw former CEO of Digital Bridges, mixipix moved to the Hillington Innovation Centre in September 2002.

Lesley, with a long pedigree in both multimedia development and broadcast animation production, began working on the mixipix concept in early 2002. A year later, she had completed development of the first prototype.

Today, the company has a team of seven people and Lesley is committed to exploiting the growing global mobile market for multimedia content.



**mixipix**™

# SHOWCASING SCOTLAND'S WIRELESS INNOVATION

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## How has the company developed since its launch?

Lesley: "Our first product was introduced in 2004. The Cloverleaf suite is a dedicated platform for mobile animated content production, management and delivery."

"We have also launched our first commercial service, mixipix.net - a cartoon messaging service for the consumer market - which has now been taken up by major operator, O2. Users can choose from hundreds of different animations, add their own text and send the cartoon message to any colour wap-enabled mobile phone. The cartoon can be saved by the recipient and used as a wallpaper or screensaver. Users can also edit the O2-mixipix library of cartoons or even create their own for the ultimate in personalised content."

"A recently-signed global content distribution deal with Ericsson will take us up another league. Mixipix is providing content from its considerable catalogue of animations for Ericsson's new platform. As a result we are evolving into a mobile content supplier as well as being a service provider."

## What's so different about the company's technology?

Lesley: "There were no tools to do this when we started, so we had to create our own solutions. I don't think there is anyone else doing this the way we do."

"We provide all the necessary services from content creation to distribution, billing and usage reporting. Our dedicated animation platform guarantees that content is optimized to every type of colour mobile phone - seamlessly. There is no need to worry about what kind of phone the target user has, our system automatically detects the user's mobile phone type and version of the content optimized to the individual handset, which is a unique technology."

## How has Wireless Innovation helped the company?

Lesley: "The test lab facilities are excellent and as a tenant of the Centre, we enjoy easy access to these. We have used the laboratory on a number of occasions. In my previous company which developed multimedia applications and games, we could call on a well-established service industry for usability and conformance testing, which is still missing from the mobile sector. Having access to this lab is a fantastic facility for us."

"Wireless Innovation have also organised a number of valuable seminars and events bringing together industry experts. Their matchmaking has also been useful, introducing us to some potential customers. Importantly too, Wireless Innovation has a vast array of valuable market intelligence and we get information on specific issues easily and quickly to make sure we are developing the right products for the right markets. This allows us to punch above our weight! We are a small company but through Wireless Innovation, we can access the sort of market research which would normally only be available to much larger organisations."



## What are the company's ambitions for the future?

Lesley: "The market is at such an early stage, it is difficult to predict accurately how things will develop, but there will be a great deal happening over the next two years. I believe that we are well placed to exploit opportunities as they arise, whether in service provision and distribution or in the supply of content to operators. I think we will continue to license our services as we build up a vast catalogue of content. The future looks very promising."

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

Lesley: "I believe Wireless Innovation can help us develop new ideas and products. For example, we have recently been extending our support to include PDAs. We cannot invest in a large number of these devices for testing purposes, which is where the lab can make such a difference. Hopefully the lab can make available new handsets and other products as they emerge, to enable us to rapidly support new devices as they come to market."

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

Lesley: "I think there is a great deal happening right now in Scotland. There is a real buzz in the industry and enormous potential. We have a lot of talent and innovative solutions. The challenge now is to turn those solutions into commercial successes. The next few years will be very interesting."

## Where are best opportunities for future growth?

Lesley: "Our mobile content platform has been designed to allow mixipix to position itself well in the emerging value chain. The underlying technology is very adaptable, as needs to be the case in a rapidly-evolving new market. Right now no-one can firmly predict exactly what the future holds in the mobile content market, except that it is growing fast and will be very lucrative. Mixipix will respond and adapt to market demands, but we will not lose sight of our core business of delivering animated content to mobile phones, in whatever form proves the most commercially attractive. Mixipix aims to develop a brand which is widely recognised for its innovation and quality both in service and mobile content provision."

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