

# wireless innovation

## PICSEL TECHNOLOGIES

Picisel Technologies has emerged as one of Scotland's most exciting high-tech businesses, achieving ground-breaking deals with major customers worldwide.

Founded in Glasgow in 1998, Picisel now employs 60 people at its headquarters near the city's international airport. From there its senior executives have criss-crossed the world signing up manufacturers for its ground-breaking ePAGE technology.

Today its partners include NTT DoCoMo, Sony, Motorola and Samsung. These major names in the consumer technology sector have been won over by Picisel's deceptively simple technology which greatly extends the capabilities of a range of mobile devices allowing them to view, edit and print any kind of digital content.

Put simply, ePAGE is a universal multimedia content engine which will work across any of the established mobile platforms and operating systems.

This means that Picisel's technology is "beyond the PC". Users of current and next-generation mobile phones, personal digital assistants (PDAs), games consoles, set-top boxes and in-car systems can view and manipulate any kind of file, regardless of its origin.

This includes commonly-used formats such as Microsoft Office, PDF, PostScript, HTML, Flash, AVI, Java and WAP.

The company is led by Chief Executive Officer Imran Khand.



picisel 

# SHOWCASING SCOTLAND'S WIRELESS INNOVATION

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## How has the company developed?

Imran: "What we have achieved is the ability to deliver any digital content, on any device - something which is completely unique for the mobile market."

"This is absolutely ground-breaking technology and we are continuing to secure deals with the world's foremost mobile technology companies."

"We are truly platform independent. We have been able to take on some of the toughest competitors in the world to prove the worth of our technology in a highly competitive market."

## What is different about Picisel Technologies?

Imran: "We have been very aggressive in marketing our product to major manufacturers of mobile and hand-held devices, so that we can establish our technology as a 'must have' solution for them and their customers."

"We intend to make sure that ePAGE becomes the standard platform of its type on every type of device. We are also working hard to produce more innovative products which we can use to further establish Picisel as a world technology leader."

## How has Wireless Innovation helped Picisel Technologies?

Imran: "We have a strong working relationship with Wireless Innovation. They have been able to give support whenever we have needed it. We have been very impressed by the test laboratory at Wireless Innovation which enables companies to check their products and solutions with real hardware."

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

Imran: "Continued growth, and to establish Picisel's technology as the world standard of its type. We are striving to dominate in every territory worldwide."

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

Imran: "The best thing for Wireless Innovation is to continue to provide high-quality advice and assistance to companies when they need it, and to further develop its role in promoting awareness of the opportunities of the wireless sector to Scottish companies and their customers worldwide."



## How well-positioned is Scotland in the Wireless sector?

Imran: "We are proud to be a Scottish company and our roots are well recognised wherever we go worldwide. Scottish companies must globalise wherever they can to exploit opportunities. As a nation we have the research and development capabilities and we must strive to match that with ambition in terms of developing new businesses and customers."

## What are the opportunities for the future?

Imran: "For Picisel the opportunities are to sign new deals, build on our existing partnerships and bring new products to market. It is a very exciting time for the company."

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