

wireless innovation

WEE WORLD

WeeWorld, previously known as Saw-You, is a pioneer of advanced mobile messaging technologies and is determined to revolutionise the future of messaging - and meeting - for mobile users worldwide.

Based in Glasgow, the company uses the best of SMS, fixed and wireless technology to apply its unique systems, offering a new way for people to communicate without the need for phone numbers or e-mail addresses.

Mike Kinsella, a former design engineer with Microtech and project manager with Compaq, and software engineer, John McGuire, founded the company in 2000. Since then, WeeWorld has collected a raft of awards and Mike believes the company is on track to become a significant player in the mobile market.



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How has the company developed since its launch?

Mike: "We received initial funding from ITS Limited, the mobile telecom company, to develop the idea. Through our website, registered users can enter their descriptions and then contact and be contacted by others. Users create a personal online avatar, a Weemee, which can detail appearances and clothing. A total of 5 million Weemees have been created. We are aiming to increase that to 20 million. Recently we signed deals to supply our technology to Friends Reunited, Vodafone and Microsoft including a new editing tool for O2 handset users."

What is different about your technology?

Mike: "Our patented technology, most of which was developed in Glasgow, allows people to message without a phone number. This is totally unique and that is the reason why the large Internet companies and mobile phone companies like us."

"Previously it was necessary to know a recipient's phone number in order to send messages. The WeeWorld system is based on physical appearance and location. Our communicating technology uses PC-based Internet, mobile Internet and SMS to allow communication between devices without the need for phone numbers or e-mail addresses. Using fuzzy logic, its data-mining server can identify individual users according to their own descriptive profile. Building a simple search avatar, the user can quickly identify someone and instantly message them."

What are your ambitions for the future?

Mike: "Following the completion of a venture capital deal through Benchmark Capital in 2005, we have now doubled our staff and continue to grow. The funding also allows us to expand our patents globally and drive the business forward with new development plans."

"We expect to sign more major deals with large Internet companies, handset manufacturers and networks in the very near future. Through our "Longer Term" vision we have now opened an office in Boston, USA. It is important we maintain a presence there. Thereafter we will look at the market in the Far East. We aim to be the largest mobile community in the world."

How can Wireless Innovation help you achieve your ambitions?

Mike: "The test centre is an excellent resource and I am sure we will make use of it in the near future. The initiative can also become more and more valuable as a networking facility as it grows. There is a fantastic opportunity to create a hub or a centre of excellence in wireless. There are a number of companies involved with a lot of common goals and by bringing them together through Wireless Innovation, we can foster innovation."

What is your perception of Scotland's wireless sector currently?

Mike: "I think Scotland has talent in a number of areas, for example, there are some excellent mobile gaming companies. Scotland also boasts considerable expertise in telecoms. There are some promising businesses which are well placed to develop and grow. We just need to harness the ideas and the entrepreneurial spirit."

Where are the best opportunities for the future?

Mike: "The way that people meet and communicate is changing dramatically. We believe that mobile technology can drive that change and we are well placed to be part of all that. 3D Mobile phones will become social computers as handsets become more powerful and sophisticated

"The area of 'infotainment', whereby personalised information can be sent to specific handsets, has considerable opportunities too. The information can be tailored to users' known interests and hobbies."

How has Wireless Innovation helped the company?

Mike: "We have been involved with Wireless Innovation since the beginning of the initiative. The initiative provided valuable market research on BREW phones and gave us useful leads on market opportunities in China. We also received some support to enable us to attend a major wireless trade show. I am a big fan of Wireless Innovation in terms of its mission to encourage growth within the sector."



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