

# mindsizzlers™

We can  
put you  
here!



## Mindsizzlers LLP

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## What we can do for you

### Development

Mindsizzlers can work with you to develop your iPhone or iPad application guiding you at every stage so you can be aware of the possibilities these exciting platforms can bring. From initial hand drawn concept storyboards through to final submission to Apple, we will work with you to ensure you get the best possible product that fully complies with Apple's Human Interface Guidelines and application best practice.

One of our key skills is our ability to build and host sophisticated back-end web services for applications requiring live data. Mindsizzlers are adept at data wrangling and used to working with a huge range (and quality) of source data. The combination of a slick native iPhone interface with a powerful back-end server delivers compelling and rich applications that users love to engage with.

### Training

Perhaps you want to build in-house capabilities in iPhone development? Look no further, Mindsizzlers not only runs training courses right beside the Olympic stadium in London, but also builds bespoke training courses that we can deliver at your site.

### Consultancy

Our expertise is wide ranging and we have experience consulting with leading companies in their respective fields. We can advise you wide range of business and technical areas;

- Introduce new working practices to drive costs down
- Give staff access to corporate systems in the field
- Increase staff productivity
- Advise on best practice

Our partners have run leading media and digital workflow companies and have a wealth of experience that you can tap into.

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## Who are we?

### Stuart Peters BA MSc

Stuart has pursued his career online. While the web was in its infancy, he created one of the UK's first electronic journals and an online journal management system (EPRESS) whilst a Research Fellow at the University of Surrey. During this period he devised and presented courses to health professionals and at the National School of Government (then the Civil Service College), teaching the value of the web in their day to day work.

Following this, Stuart spent 10 years in television advertising. He played a role pioneering the transition from tape based logistics to digital delivery, first as Technical Director of Beam.TV and then as Director of R&D, and later Managing Director, at ChilliBean. During these years he worked closely with leading advertising agencies such as Saatchi & Saatchi and Ogilvy, and with global brand owners including Unilever and Nike.

### Roger Moffatt BSc

Roger Moffatt was writing computer games for the Spectrum, Commodore and Amstrad before he was side tracked by the BBC and enjoyed sound recording and vision mixing where he did himself out of a job by running training courses for new directors.

A move into news and later online editing coincided with the desktop editing revolution and in 1992 Roger founded Non-Linear Editing Ltd with colleagues from the BBC and never looked back. In 1996 Non-Linear became Resolution and by the turn of the millennium Roger found himself running the largest Avid post-production company in Europe.

Roger's passion for computing was never far from the surface and after writing the first logging and media encoding solutions for Big Brother, he left Resolution to found ChilliBean, a digital asset management company where Roger developed web based DAM solutions for Ogilvy, Publicis and production companies worldwide.

A desire to work on a wider range of software solutions led to Roger establishing the Mindsizzlers partnership with colleague Stuart Peters and as iPhone evangelists they now design and develop applications covering everything from walk tracking and video presentation to astronomy and things they can't talk about yet.

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## Areas of expertise

### iPhone Development

Mindsizzlers took the opportunity to focus on iPhone application design and development during 2009 and have an increasing number of apps available in the App Store. Our focus for 2010 is to bring those skills to a wide range of diverse businesses and help the enterprises of Great Britain join the iPhone revolution today.

### Training

Stuart has prepared comprehensive iPhone programming courses currently delivered at The Bridge in London and also available in-house for your own programming team. We also run courses on iPhone for business leaders.

### Cloud Computing

Mindsizzlers have built consumer websites completely in the cloud and have been invited to speak at technical conferences on the merits of cloud database solutions.

### Data Wrangling

We have extensive experience in database design, optimisation and interchange using Oracle, MySQL, MS SQL, postgresQL, XML, JSON etc. Experts at persuading systems to talk to each other we are adept at delivering complex solutions in a short timeframe.

### Performance Tuning

What happens when your website suddenly becomes the hottest property on the internet? We've been there, managed that and can help you with a range of design decisions and optimisation solutions.

### Rapid Application Development

Mindsizzlers focus on developing reliable solutions quickly, efficiently and cost-effectively. We choose from a wide range of available technologies to bring your application to market in a short time span.

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## Why choose us?

The team behind Mindsizzlers has an extensive track record in application development covering a diverse range of projects for clients large and small. Our unique blend of web application skills and iPhone application expertise give us the tools to solve a wide range of challenges.

### Experienced

Mindsizzlers merge business knowledge with technical knowledge; between us we have created and run several successful companies. Roger is a serial entrepreneur having founded Non-Linear Editing, Resolution and Chillibean. Stuart was a founder and technical lead at Beam.TV and Chillibean. Our technical solutions are designed from a business perspective – to drive costs down, to streamline workflows and to create innovative solutions to raise your profile.

### Knowledgeable

Mindsizzlers have the broad technical expertise to create scalable business applications. Our extensive programming knowledge encompasses web technologies such as Perl, PHP, Flash, Ajax, and JSON whilst our application expertise extends from Assembly Language, C++ through to Objective-C for iPhone and iPad. Our database expertise covers Oracle, MySQL, PostgreSQL and SQLite. We have also embraced Amazon cloud technologies, using EC2, S3, SQS and SDB to power a range of existing services.

### Skilled

Roger and Stuart have years of experience creating and delivering mission critical applications. From the logging and production systems driving TV phenomenon Big Brother to live media presentation and judging systems for Cannes International Advertising Festivals and D&AD, Mindsizzlers have unrivalled experience in creating media-centric and business critical applications.

### Innovative

Stuart and Roger have played pioneering roles in the transition from tape based TV production to digital production. Stuart enabled Nike to manage their media from pre-production, through broadcast, and into their retail spaces; together we transformed the way that Ogilvy, Publicis and other advertising agencies service their clients, including Unilever and HP. Stuart created the world's first online entry systems for TV advertising award shows for BTAA and Cannes Lions, whilst Roger created the first real-time, wireless judging system for D&AD.

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## Examples of what we have done

### DoDaDog

<http://www.dodadog.com>



### Golden Hour

<http://www.golden-hour.com>

DoDaDog  
Golden Hour  
Golden Lite  
MP Finder  
London Lives

### ToucanLearn

<http://www.toucanlearn.com>

### Arrows Archive

<http://www.arrowsarchive.com>

### SohoSoHo

<http://www.sohosoho.tv>

### Beam.TV

<http://www.beam.tv>

### EPRESS

<http://www.epress.ac.uk>

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