

mindsizzlers™

We can
put you
here!



Mindsizzlers LLP

Suite 404,
324 - 326 Regent Street
London W1B 3HH

tel +44 (0) 560 366 1689
fax +44 (0) 800 007 3307
web www.mindsizzlers.com





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.

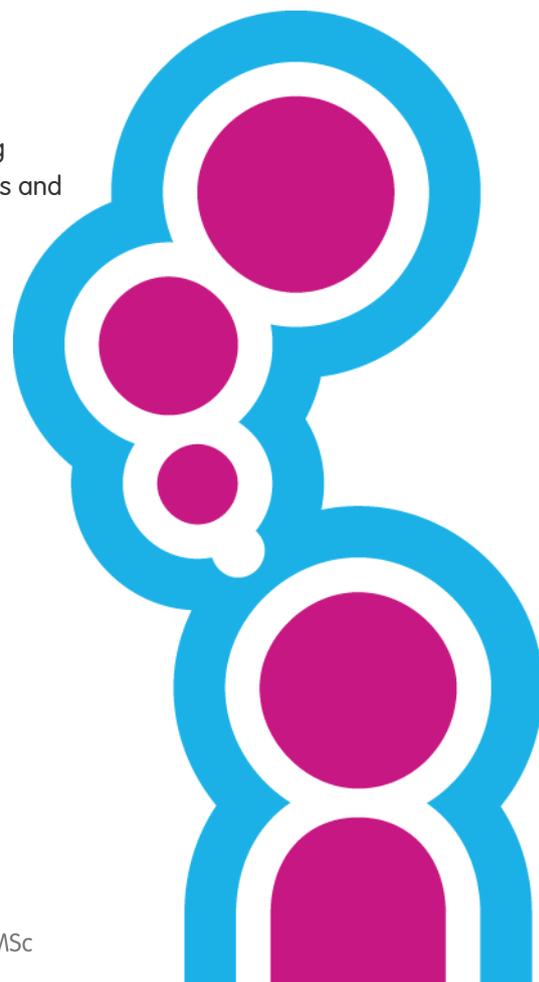
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Who are we?

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.

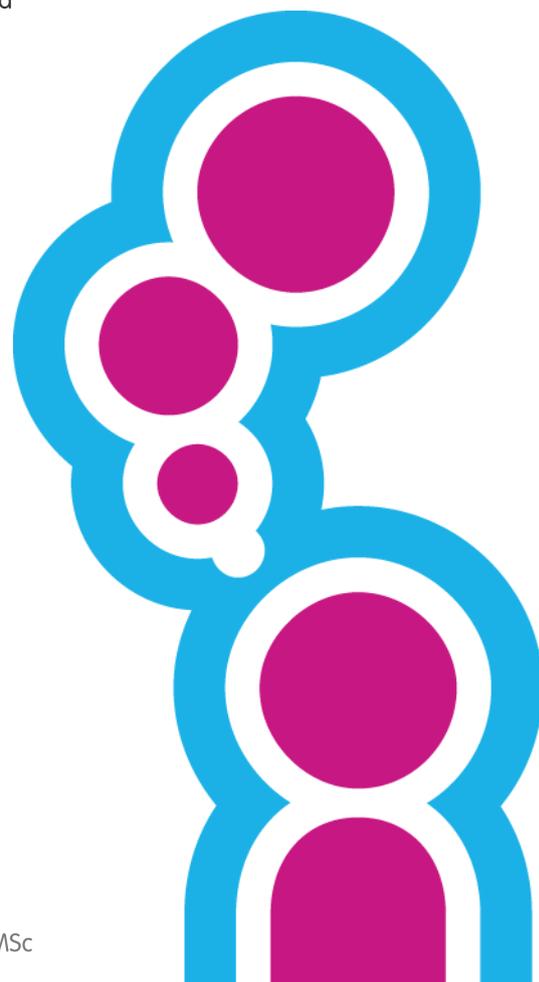
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Examples of what we have done

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>

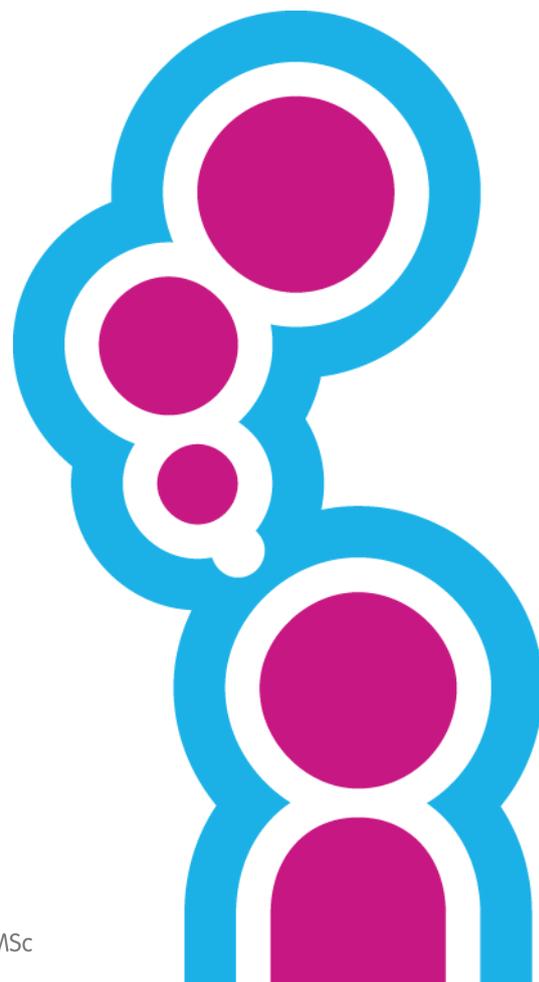
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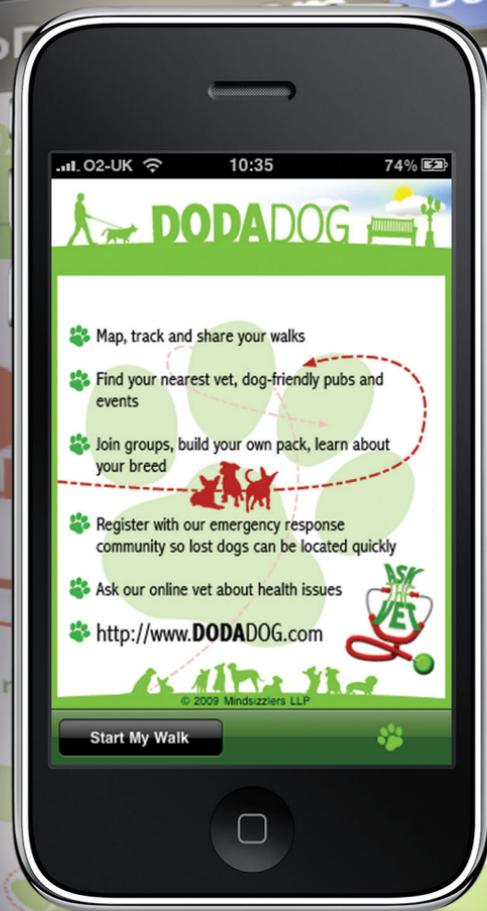
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mindsizzlers™

Bringing Ideas to Life

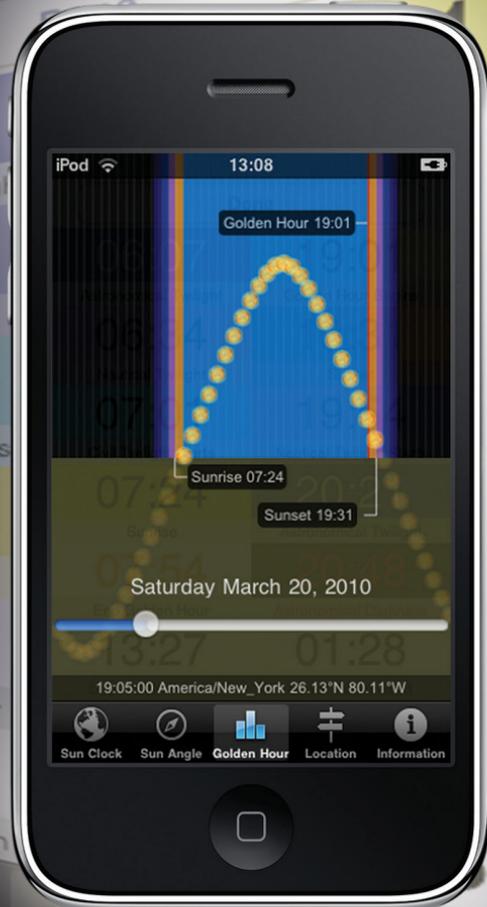
Available on the
App Store



mindsizlers

Bringing Ideas to Life

Available on the
App Store

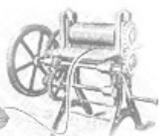


mindsizzlers

Bringing Ideas to Life

Available on the
App Store





Introductory offer!
Ten free submissions at start-up

The web-based academic journal manager

Welcome to **epress**, the most efficient and effective way to replace journal management drudgery with automated control.

SAVE TIME: If you edit or publish a specialist peer review journal, the epress journal management system is guaranteed to cut hours or even days from your administrative burden, by orchestrating and automating the entire editorial process from submission to publication.

ADD EFFICIENCY: Ten years' development has produced a proven approach to handling academic journal work flows, facilitating a much simpler way to manage and administer each step in the process, while improving both speed and efficiency.

Intelligent database software generates prompts and reports, allowing you to monitor and manage every stage of the process, from submissions and reviews to refereeing, publication and subscriptions.

CREATE PEACE OF MIND: Epress provides a quick and easy way to select and invite referees, monitor progress, chase responses and issue decision letters. By protecting and prompting progress, it takes the worry out of the editorial process.

ENJOY UNIVERSAL ACCESS: Designed by editors for editors, this web-based tool can be accessed anywhere in the world from a laptop and standard internet browser. Optimised for electronic publications, the customised format also lends itself to hard copy journals.

BENEFIT COST-EFFECTIVELY: Each article submission processed through epress carries a unit cost, with units being bought in blocks in advance. With 'pay as you use' pricing and no up-front or annual fees, epress makes it as easy to control costs as content.



« I have to say we continue to be delighted with epress. It has quite transformed how some of us are working, and I do believe that combined with our new journal sites it is driving submissions up as promised. »

Tom Pollard
EDITORIAL DIRECTOR
MARK ALLEN GROUP

« epress reduced the time I spend from two days to half a day »

Kurt Richardson
MANAGING EDITOR
EMERGENCE: COMPLEXITY AND ORGANIZATION

« I just wanted to let you know that the more I get to grips with this version of epress the more impressed I become with its capabilities. »

Professor Steven M Shardlow
EDITOR-IN-CHIEF
THE JOURNAL OF SOCIAL WORK

Quicklinks

- * [We'll show you how it works](#)
[Take an automated guided tour](#)
- * [Find out for yourself](#)
[Try an interactive demonstration](#)
- * [What will it cost?](#)
[Pricing policy and list](#)
- * [Latest developments](#)
[News](#)

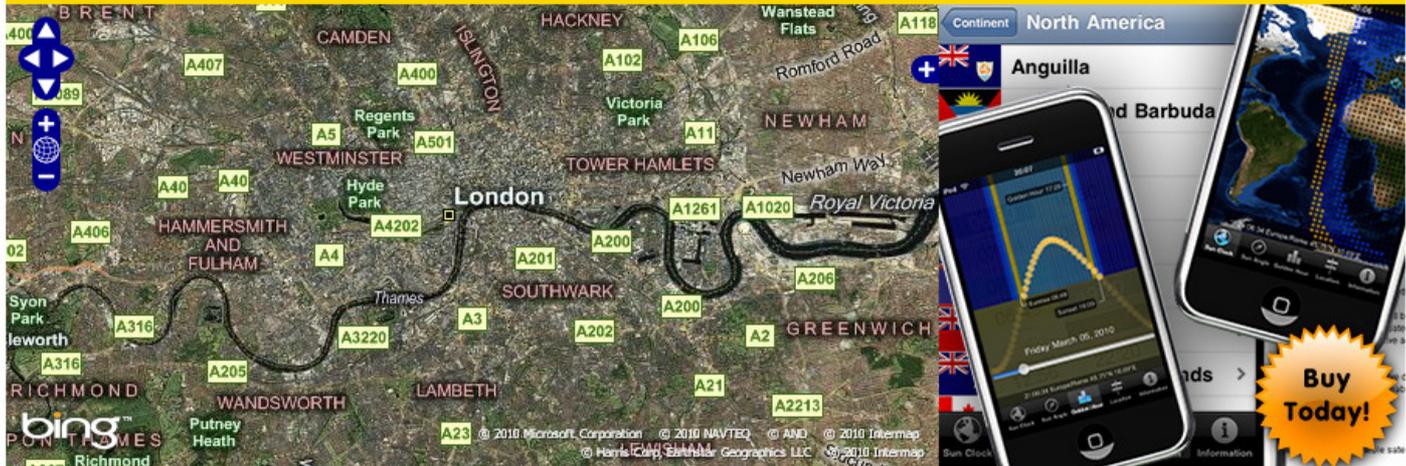
Latitude / Longitude / Location

Universal Time (UT): 2010, Wed May 05 at 14:15

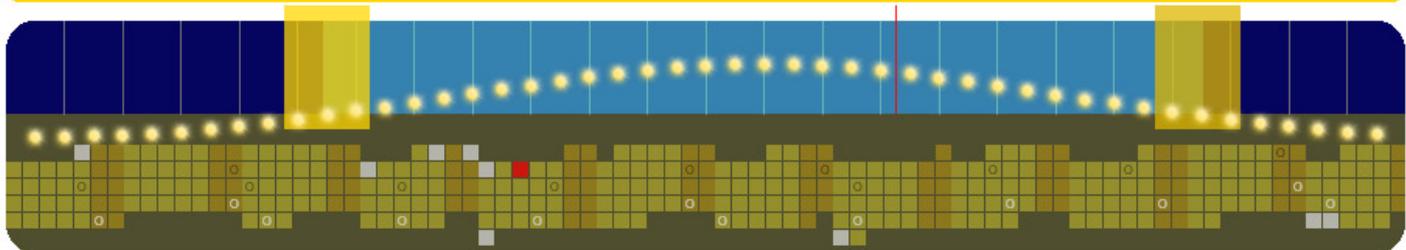
Local Time: 2010, Wed May 05 at 15:15

Timezone offset (hrs): Yes DST

Zoom Level 10.00

Showing all events in LOCAL time

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														Set	<input type="text" value="21:09"/>


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QUICK SEARCH

[Advanced Search](#)

Director	Category	Agency	Brand	Writer	Title	Producer	Art Director	Advertiser	Editor	Year
										2010
										2007
										2004
										1999
										1996
										2009
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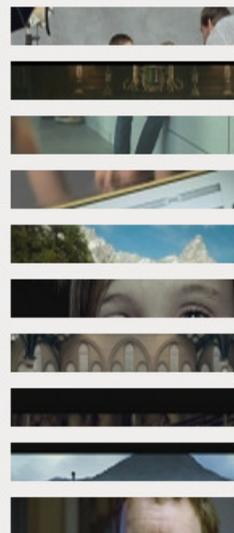
0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 of 3

LOGIN

[Forgotten Password?](#)
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NICK GILL TOP 10 FAVOURITE ADVERTS





[Forgotten Password?](#)



Comments about ToucanLearn...

Fiona Smith, Stirling: ToucanLearn is ideal for me as a childminder. It saves me so much time and the children have so much fun doing the activities.

Andrea, Lincs: Your site looks great. I will be doing many of your activities with my kids. My little boy is especially interested in your maths type activities.

Beverly Fawcett, North Yorkshire: ToucanLearn is fabulous for any Childcare Practitioners who are delivering the Early Years Foundation Stage and has given me lots of ideas for activities. It's ideal for sharing children's progress with parents.

Features At A Glance

You can join ToucanLearn FREE and enjoy lots of fun preschool activities, baby learning games and toddler craft, but for only £16.00 a year, you can get much, much more!

Free PREMIUM

Activities for Babies	Lots	All
Activities for Toddlers	Lots	All
Activities for Preschool Children	Lots	All



Sign up FREE and start TODAY!



Personalised activity sheets tailored for your child

Come and Join ToucanLearn Now!

ToucanLearn offers parents, childminders and teachers...

- ...hundreds of fun indoor and outdoor learning activities for babies, toddlers and preschool children
- Every activity linked to the Early Years Foundation Stage
- Suitable from birth to 5 years, only see suitable activities
- Every activity has a key development focus
- Unique and original activities not available anywhere else
- Sticker charts, certificates, number, letter and colour practice!
- Sign up FREE and start TODAY!



Sign up free NOW!

Practical Pre-School

The Must Have Monthly Resource For Early Years Foundation Stage!



Baby Toddler Clubs

Toddler Group Services. Yell.com: Toddler Group.

Ads by Google



Every activity linked to Early Years Foundation Stage



Suitable for parents, carers, grandparents, and teachers

It's So Easy!

- Join ToucanLearn FREE - signup immediately!
- Register your preschool children (0 - 5 years)



[HOME](#) [SHOWCASE](#) [CLIENT DIRECTORY](#) [NEWS](#) [MOBILE](#)

Welcome to the SohoSoHo reel directory, which is host to the best creative talent in advertising.

Using the list to your right, you can browse and search thousands of commercials in hundreds of showreels. For more information on how you can manage and publish your archive to SohoSoHo, please visit [Chillibeantv](#)

Most Recent Reels



▶ Trudy Bellinger Apr...



▶ Richard Mettler Sho...



▶ Daniel Greaves - Di...



▶ Studio aka Films Sh...



▶ Jeff Stark



▶ Stuart Bentley: Sho...



▶ David Johnson - Mus...



▶ Absolute Showreel



▶ Marcus Domleo: Show...

◀ 2 of 10 ▶

SEARCH

2am Films

44 Point One

Aardman Animations

Absolute Post

Academy Films

Amarillo Films

Annex Films

Another Film Company

APA

ASD Lionheart

Bare Films

Blink Productions

Broadway Films

Casarotto Marsh

Crossroads Films

Dab Hand Media





Home

Services

Case Studies

Global

Technical Resources

Contacts

NOKIA

- **Nokia calls in BEAM to stream live Rihanna concert to New York and Chicago stores**
- **5th of August 2009: Happy Birthday Adtext!**



We are in the middle of a revolution.

One in which consumers are increasingly familiar and comfortable with multiplatform media.

And in which brands and their marketing partners are increasingly able to create, distribute and exploit digital media content globally.

As the leading digital global distribution network, BEAM.TV is at the forefront of that revolution.

We can take almost any kind of advertising, promotional and marketing material, in any format, and allow it to be stored, shared, adapted and delivered, anywhere in the world. Quickly and cost-effectively.

Select your language and Log in here

Language

English

Email

Password

[Free Sign Up / Forgotten your password](#)

more than 20,000 TV commercials distributed every day, more than 80,000 registered users, more than 500,000 advertising assets stored in BEAM.TV



DODADOG



<username>



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WELCOME TO DODADOG

You are currently browsing the site as a guest user which will give you a flavour of what this site is all about, feel free to explore as much as you like!
You will find that many options require you to have an account, this is completely free, so **JOIN US TODAY!**

... The latest news from Newshound

May 03 PUPPY FARM/MILL CLAMP DOWN IN MISSOURI

May 02 NEWS-FLASH! PARVO

FEATURED VIDEOS



Grand Union Canal

What are the common mistakes made when buying a puppy?

dodadog puppy classes common mistakes



APPLICATION DESCRIPTION

Put your dog on the map with DoDaDog!

DoDaDog is the first social network aimed at bringing dog lovers together. Our iPhone app allows you to track your walks in real time then upload and share them with the global DoDaDog community. Simply fire up the app and start logging your walk when you step out with your best friend. When you have finished your walk, stop logging and you will immediately be offered the option to upload your track to DoDaDog.

Sign up free for a DoDaDog account on the web. You will be able to collect all your walks and walk photos through to DoDaDog's mobile website by clicking on the app icon. Don't forget to put your username and password into the application settings first so that we can find you straight in. Our mobile optimised site will let you view your videos, interact with your groups, ask our vet advice and see where other dog lovers walk in your area.

iPhone app includes local points of interest, doggy events and doggy events!

Mindsizzlers
DoDaDog
Category: Social
Updated 04 Dec 2010
Current Version: 1.0
Seller: Mindsizzlers

iPhone Application Guide
Learn how our iPhone application works here. [Discover Group]

Share | Facebook | Twitter

YOUR CALENDAR

May 2010

Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

LOST and FOUND

We currently have no lost dog reports, woof!

The Dog Blog

MAY 02

