

Please Sign In and use this article's on page print button to print this article.

TECHNOLOGY

Flexiworld: The output side of wireless

IN THIS ARTICLE

By Aliza Earnshaw
Business Journal staff writer

Apr 20, 2003

Updated Apr 17, 2003, 12:05pm PDT

Flexiworld Technologies Inc. holds the distinction of being the only company to be chosen for two years running as one of the top 10 companies in The Business Journal's Business Plan Competition.

The company has certainly moved forward from where it was when our judges chose it last year. Today, Flexiworld's first product is ready for market, and the company hopes to see revenue of \$1.5 million this year from shipping it.

Flexiworld now has 16 employees, including 11 engineers in India.

Flexiworld's business proposition is pretty simple: to make it possible for wireless computing devices to transfer data to all kinds of "output" devices, such as printers, projectors and display screens.

With the technology the company has developed, it should be possible someday--soon, the founders hope--to walk into a commercial print shop anywhere in the world, and print out the white paper or PowerPoint presentation you have stored in your handheld computer or laptop--all without cables, and without worrying about application compatibility.

Flexiworld has filed 25 patent applications for its technology, which the company thinks will give it a jump on this clearly necessary next step in wireless data communications. After all, much of the data we use in our daily lives isn't fully useful until we can share it with our colleagues or customers. In an increasingly mobile world, it seems silly to have to carry a bunch of cables around so that data stored on a PDA, phone or laptop can be transferred to a desktop computer before one can convert it to a more useful form.

Flexiworld is planning for a range of products and applications that will all be based on its FlexiCore technology.

These will include universal drivers, called FlexiDrivers, for mobile devices such as laptops, phones, PDAs and web pads. The FlexiDriver will support a number of different systems used by mobile manufacturers, such as the Palm OS, Windows, Pocket PC, Java, Linux and more. The company will also offer boards with software, called FlexiControllers, for manufacturers of printers, display screens and projectors to include in their designs.

Flexiworld's first product, the FlexiJet, is due for release to manufacturers in Taiwan and China this month, the company said. The FlexiJet is a key-chain sized device, a Bluetooth or WiFi USB adaptor. Someone who has a laptop or PDA device can plug the FlexiJet into a desktop computer, and then print any document stored on the mobile device, using the printer that the desktop is linked to. Other FlexiJet

models will perform the same function for projection or for synchronizing data.

Flexiworld has found that Asia is the most fertile ground for its development right now, for a number of reasons, not the least of them that many manufacturers of wireless electronics are located in Asia.

"Asia Pacific is the center of today's wireless mobile devices," said company founder William Chang, in an exchange of e-mails between him and The Business Journal while he was traveling in Asia. (We didn't ask if he was replying to us on a wireless laptop; we felt certain of the answer.)

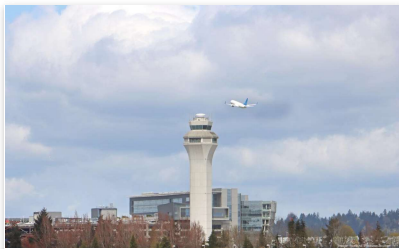
Even as wireless devices are proliferating, manufacturers are finding it necessary to differentiate their products from those of their competitors. "Our embedded wireless applications, modules and IP [intellectual property] provide differentiating features to existing products, giving them a competitive edge," Chang said.

Of course, the same dynamic could also apply to Europe and the United States, and Flexiworld plans to begin developing business opportunities here and in Europe very soon. But Asia will always be very important to Flexiworld: The company has established partnerships already with a number of Asian manufacturers, said Chang, and "is combining the software design strength in India with the hardware superiority of Taiwan, China and Japan."

This could be the proving year for Flexiworld. The company projects more than \$1.5 million in revenue from sales of about 45,000 FlexiJets in 2003, and expects to increase these sales to \$2.2 million in 2007. Sales of the first FlexiProjector controller boards for digital projectors are expected in September this year, yielding \$540,000 in sales, the company hopes.

And when will you be able to walk up to a printer with your PDA and print any document, as promised? Probably sometime early next year: Flexiworld expects the first Flexicontroller boxes for printers to be released in October.

MORE FOR YOU

[More >](#)

Portland International Airport to debut direct flight to Asia this fall



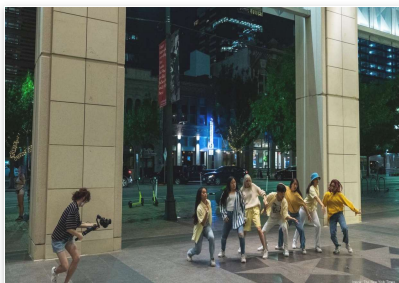
Work begins on Garden Home Trader Joe's in SW Portland (Photos)



Oregon companies benefit as PE investments roar back after pandemic lull



Startup Beyond Pulse announces first board of advisers



The downtown office district was vulnerable. Even before Covid.

Here's which restaurants in Oregon were approved for Restaurant Revitalization Fund grants

THE LIST

More >

Largest Stockbrokerage Firms in Oregon & S.W. Washington



Information was obtained from firm representative...

15 COMPANIES

BANKING & FINANCIAL SERVICES

Largest Commercial Lending Firms in Oregon & S.W. Washington



Information was obtained from the National Credit...

25 COMPANIES

BANKING & FINANCIAL SERVICES

Banks Headquartered in Oregon & Clark County, Washington



Information was obtained from the Federal Deposi...

16 COMPANIES

BANKING & FINANCIAL SERVICES

Largest Money Management Firms in Oregon & S.W. Washington



Information was obtained from the National Credit...

43 COMPANIES

Back to Top ▲

PORTLAND BUSINESS JOURNAL

User Agreement | Privacy Policy

Your California Privacy Rights | Ad Choices

© 2021 American City Business Journals. All rights reserved. Use of and/or registration on any portion of this site constitutes acceptance of our User Agreement (updated 1/1/21) and Privacy Policy and Cookie Statement (updated 1/1/21). The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of American City Business Journals.

