

# Intrinsyc aims to cut cellphone costs

**TECHNOLOGY** | Vancouver firm uses Windows CE software to help phone makers

BY GILLIAN SHAW  
VANCOUVER SUN

Intrinsyc Software is hoping to catch a piece of the burgeoning feature cellphone market with new technology that it is demonstrating at the giant 3GSM World Congress. The congress brings cellphone makers and mobile specialists together this week in Cannes, France.

The Vancouver company, which specializes in software and services for the mobile market, has its software in the Gizmondo, a wireless gaming hand-held device that doubles as an entertainment centre with music, video, messaging, picture functions and GPS.

Intrinsyc is focusing on Microsoft Windows CE as the answer to help device manufacturers design and produce more cost-effective feature cellphones. In a highly competitive market that expects to see some 700 million handsets sold this year alone, Vince Schiralli, Intrinsyc's president and chief operating officer, said reducing costs while still having the flexibility to produce feature-rich phones is important to manufacturers.

"It is a very lucrative market," said Schiralli. "Manufacturers are very much competing on how do you lower the cost of manufacturing the products.

"Margins are razor-thin, so a savings of a few dollars per handset turns into millions of dollars at the end."

Intrinsyc isn't targeting the all-around business users' smart phones and devices, but the next level down of feature-rich phones that offer everything from music to video and other options. Schiralli said that with those feature phones representing the lion's share, at about 70 per cent of cellphones sold, it is a large and growing market.

"We are Windows CE experts and we are extending Windows CE to the feature phone market," he said. "So you will end up with a

much lower cost actual handset for the OEM [original equipment manufacturer] to be able to create their products with.

"We are coming out with a new platform based on Windows CE that will be significantly lower in cost, but will provide the flexibility for features and allow a much faster time to market for OEMs."

Schiralli said Intrinsyc executives and staff, led by chief executive officer Derek Spratt, are being "run off their feet," by potential partners and customers at the Cannes show, which is billed as the world's largest gathering of mobile technology manufacturers and vendors.

"We are getting tremendous traction at the booth," said Schiralli. "We're going to come away with some very specific partners and customers and hopefully we will take it to the next level.

"We are very excited about this space," he said. "It is growing and we believe we are clearly ahead of the crowd."

## Intrinsyc Software

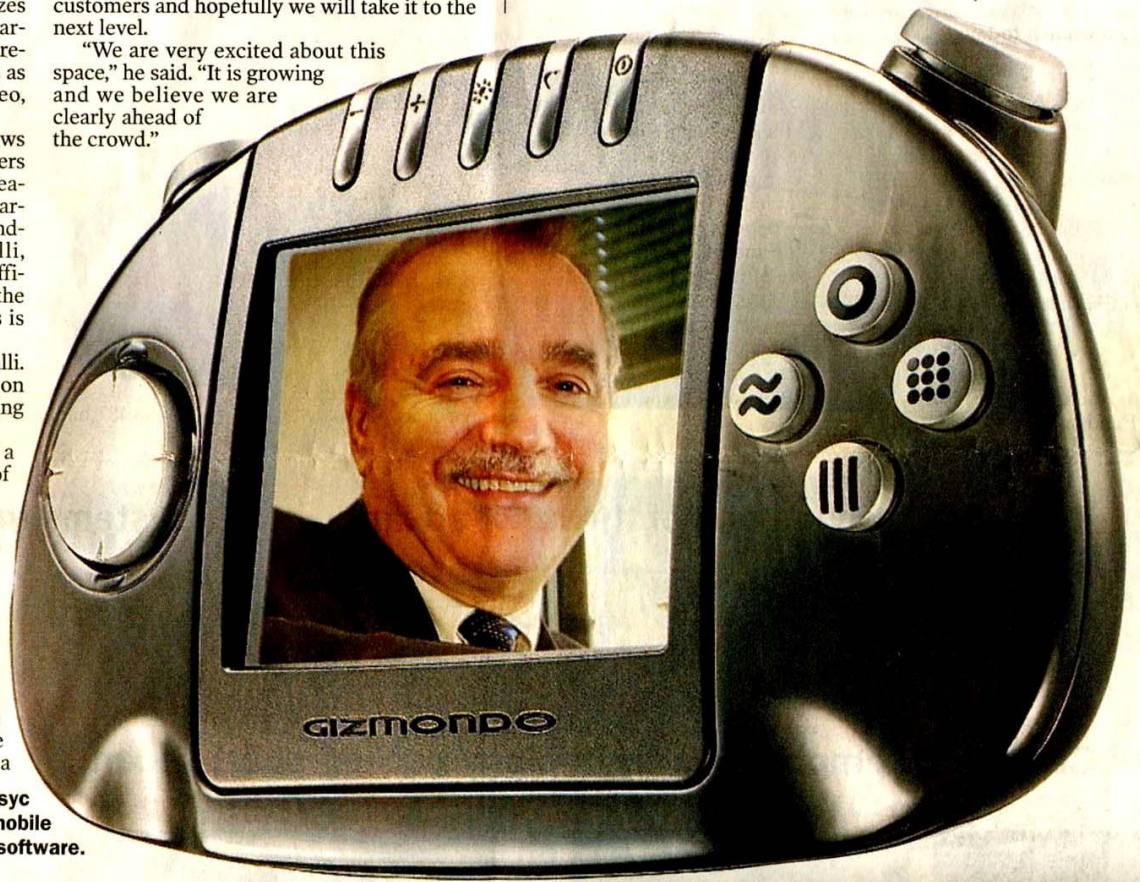
**Headquarters:** Vancouver.

**Offices:** Birmingham, United Kingdom and Bellevue, Wash.

**Employees:** 125 and growing, with 90-plus based in Vancouver.

**Revenue for fiscal year ending Aug. 31, 2004:** \$15.2 million.

### Intrinsyc stock (one year)



Vince Schiralli, president of Intrinsyc Software, appears on a Gizmondo, a mobile game console that uses Intrinsyc software.

