

Social networking for the camera phone crowd



Company Overview

Juice Wireless was founded in 2004 and is headquartered in Los Angeles. Juice employs 30 highly motivated team members focused on delivering JuiceCaster—the next evolution in mobile and online social media. Prior to the creation of JuiceCaster, Juice Wireless developed and executed award-winning mobile marketing programs for clients such as AOL, Condé Nast, GMC, Purina, Sony and many others.

Company: Juice Wireless
Headquarters: Los Angeles, CA
Founded: February 2004
Web site: www.juicecaster.com
BREW Developer since: June 2005

Los Angeles-based Juice Wireless was founded in February 2004 by a talented three-person team consisting of Nick Desai, Dan Paik and David Herman. With their combined insight into the mobile industry and a fortuitous creative opportunity, they eagerly entered into the mobile application space with their flagship application, JuiceCaster, which launched this year.

“We came together because I had an extensive background in the wireless industry and was asked to create an innovative mobile marketing program for Teen Vogue magazine and their advertiser Pacific Sunwear,” said Nick Desai, co-founder of Juice Wireless. “I asked David to join me in forming Juice Wireless, and Dan to build it.”

Juice Wireless is currently best known for its award-winning mobile social broadcasting application called JuiceCaster. JuiceCaster lets consumers easily share pictures and videos from their cell phone with friends and any online profile page on sites such as MySpace and Facebook. It is a fully functional social network for the mobile phone and is often referred to as a ‘killer app’ for the camera phone.

From a features perspective, JuiceCaster is a fully integrated, easy-to-use social broadcasting and networking experience. It offers seamless, automated integration with literally hundreds of online social media sites. The application directly integrates with the camera on the handset and leverages the phone’s native media player for rich media playback. JuiceCaster also offers a unique user experience with its carousel-based navigation, which is an industry first for interactive applications.

“In June of 2005, Dan and I came up with the original idea for JuiceCaster and it actually occurred at the BREW 2005 Conference,” said Desai. “From that inception, we launched the first beta of JuiceCaster in fall of 2006, and launched on our first carrier decks in January 2007.”

The attention JuiceCaster has received from consumers is a testament to both the value of the application and the user-friendly BREW deck process, which allows Juice Wireless to rapidly get in front of consumers. Juice Wireless acknowledges that BREW also allows tighter integration with the handsets core functions through its flexible offerings.

“As soon as we came up with the idea for JuiceCaster, we knew we wanted to be on BREW,” said Desai. “To this point, JuiceCaster is only available from BREW operators and we’ve gained significant traction from that.”

“BREW is a true business solution for mobile application developers,” said Desai. “The development platform is well supported by Qualcomm, which makes getting technical assistance easy and the platform has a universally adopted testing system, so we don’t have to go through separate testing for each carrier.”

Juice Wireless: The **next evolution** in mobile and online social media

Today, JuiceCaster is offered on 15 different BREW handsets and is currently live on Cricket Wireless, Centennial Puerto Rico and Claro in Puerto Rico (formerly Verizon Puerto Rico). The mass appeal of JuiceCaster is evidenced by the success achieved by these three early-adopter operators, which had nearly 80,000 downloads of the application in six months. In August 2007, JuiceCaster expanded their customer base with the addition of Alltel to their live launch list. With the addition of this tier 1 operator, Juice Wireless expects JuiceCaster to experience over 1 million downloads in the next six to nine months, with 250,000 to 300,000 paying users.

“We credit our success to the explosive user growth of our smaller BREW operators, as their download results have in turn generated interest from the big BREW operators,” cites Desai. “Additionally, our BREW-based users are more familiar with data applications in the first place, so they don’t just buy the application, they actively use it to create and consume content, and that drives our community.”

“With the launch of JuiceCaster, we are in a new space so that challenge is magnified,” said Desai. “But, with BREW, we can launch quickly with smaller operators and use those results, which in our case have been exceptionally good, to get the attention of the larger carriers!”

At this time, 90 percent of JuiceCaster users and revenues come from BREW carriers. With the launch of Alltel, they only see their numbers continuing to grow. Because BREW provides Juice Wireless with the necessary tools to distribute and collect revenues on carrier decks all over the world, Desai views BREW and BREW operators as the lifeblood of the business. Furthermore, the BREW solution is the most efficient with respect to billing, testing/qualifying and time to market, allowing Juice Wireless to focus on product development.

“Once our app is True BREW Tested, the app is available in the BREW Marketplace thus enabling our app to be deployed by interested carriers everywhere,” said Desai. “We can focus on our business and the checks just come in. BREW makes it possible for a small company to be a global presence.”

BREW has also assisted Juice Wireless in overcoming one of their greatest challenges—convincing operators to launch their application—a challenge faced by virtually all other wireless application developers.

Juice Wireless attributes their growth and the success of their business to BREW and plans to continue leveraging it in the future. With the expansion of wireless applications, Juice Wireless feels that the industry is just now getting truly interesting. Building off of their current roadmap to grow JuiceCaster’s user base, Juice Wireless is counting on consumers’ growing familiarity with buying applications on the phone to allow innovation to reach beyond ‘games and ringtones’ with applications like JuiceCaster.

Learn more at www.qualcomm.com/brew.