

HOSTED BY  
Salt Lake  
Community College,  
Salt Lake SBDC



CEO  
Justin Strong

NATURE OF BUSINESS  
Software

CITY  
Provo

COUNTY  
Utah

PHONE  
801.847.5511

WEB SITE  
www.pixelture.com

BUSINESS STRUCTURE  
Corporation

BUSINESS BEGAN  
October 2009

EMPLOYEES  
3 full-time, 4 part-time

SBDC CONSULTANT  
Mark Smolenski

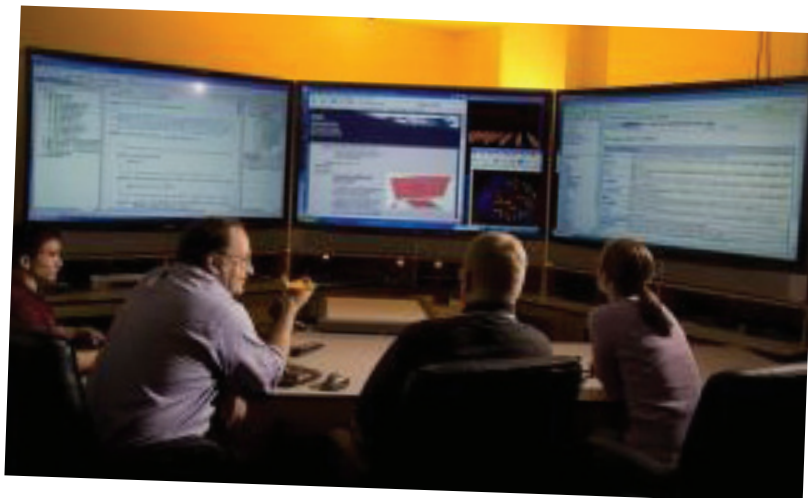
jobs

revenues

growth

## Pixelture

**PIXELTURE**  
SEE SHARE CREATE



Pixelture Inc. is changing the way people learn. Founded in 2009, Pixelture's core product, Wireless Pixels™, has been in development for more than three years. The software company specializes in wireless display technologies. Wireless Pixels is a collaboration solution that allows instructors and students to engage more effectively with one another. By providing instructors and students easy access to one or more displays in the classroom, everyone can use these displays to share their own laptop content. This enhances the modern classroom and gives students and faculty a better learning experience.

**Secret to Success**  
"Know what's important and what isn't."

Pixelture has greatly benefited from assistance by the Salt Lake Small Business Development Center. Thanks to help from the SBDC and Salt Lake Community College, Pixelture has accelerated development and testing of its Wireless Pixels 2.0 product.

Like many small technology start-ups, Pixelture faced challenges finding resources and lacked critical expertise in key areas of business. With SBDC help, Pixelture was able to secure additional resources to accelerate development and improve the core product. In addition, the SBDC facilitated a partnership with SLCC to provide a dedicated partner to conduct scaled performance testing and provide user feedback.

The combination of development resources and testing work pushed the release of Wireless Pixels 2.0 up by more than nine months and greatly improved the quality of the product. This has allowed Pixelture to step up sales and marketing plans to take advantage of the current budget year for schools. The net effect is helping propel Pixelture from a technology start-up to an established firm, helping to grow Utah's local economy.

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The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

"The ramp up of Pixelture has been greatly helped by the expertise offered through the Salt Lake Small Business Development Center. Their encouragement and the support of SLCC along the way have been priceless."  
*Justin Strong, CEO*

