



A Software Development and Services Company

Case Study
Industries first email only handheld device

www.ArcherMind.com



About our client Peek

Peek is a start-up company with offices in New York and the San Francisco Bay Area. Peek with ArcherMind's technical, hardware and software development and logistics support have successfully created and brought to market a new mobile service for the on the go lifestyle.

"ArcherMind is a talented organization, their interactive style and iterative development process works perfectly with our need for flexibility to ensure the best possible integrated hardware and software solution. The management team has demonstrated their capability in helping us bring to market a highly technical and complex first of its kind product.

- Dr. Amol Sarva, CEO, Peek

About ArcherMind

ArcherMind Inc. is a well-established, well-respected global software development and services company. Our services include:

- Wireless Mobile Software Development
- IT Service Management
- Software Quality Assurance (CMMI-3)
- Software Internationalization and Localization

The Peek "Less-is-more"

The Peek is an inexpensive one-function "email only" handheld device directed at the person who doesn't want or need a smartphone – or the contracts that accompany them. The Peek's unique characteristics include:

- A thin and sleek design that is more elegant and easier to use than a inexpensive smartphone
- Smaller and thinner than a Blackberry Bold and iPhone
- The screen is slightly bigger than a Blackberry's
- Easy setup; just enter your email address and password without the hassle of a contract or any other paperwork
- It imports emails right to the device with refreshing simplicity in less than 4 minutes
- Email functions include; send/receive functionality, contact lists and folders for your sent, receive, saved and trash email
- Features include: full rubber QWERTY keyboard, a 2.5" QVGA color display, a scroll wheel, a back button and a power button and three awesome colors (aqua, cherry, black)
- A one time price of \$99 at all Target stores nationwide and \$19.95 per month on a nationwide mobile network (T-mobile)
- Unlimited access to 3 different email accounts from most major providers (Yahoo, Hotmail, Gmail, AOL and more)



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ArcherMind's Role

ArcherMind played a major role as the complete hardware and software integrator and provided the logistics support. We developed all of the device and server side software. We secured and helped manage the hardware manufacturer.

We accomplished all of this from product concept to delivery of 30,000 units in less than six months.