Simple Solutions. Proven Technology.

limeleaf.io

Limeleaf is a worker-owned software engineering and product development company.

We build simple solutions on proven technology.

Why Limeleaf?

- Track record of delivering complex projects on time and on-budget
- Decades of collective experience in every facet of software systems & product development
- Unparalleled technical expertise
- Collaborative, transparent, and client-focused
- Democratically managed and committed to worker ownership

What We Do

We build Web and mobile apps, REST APIs, publishing platforms, video services, database solutions, IoT devices, 3rd party integrations, and more.

We have shipped dozens of products at Google, Electronic Arts, ngrok, RSA Security, runZero, Kinetic, MadGlory/PUBG, Rocket Science, Wolfjaw Studios, and elsewhere.

Problems We Solve

Service and Data Integrations

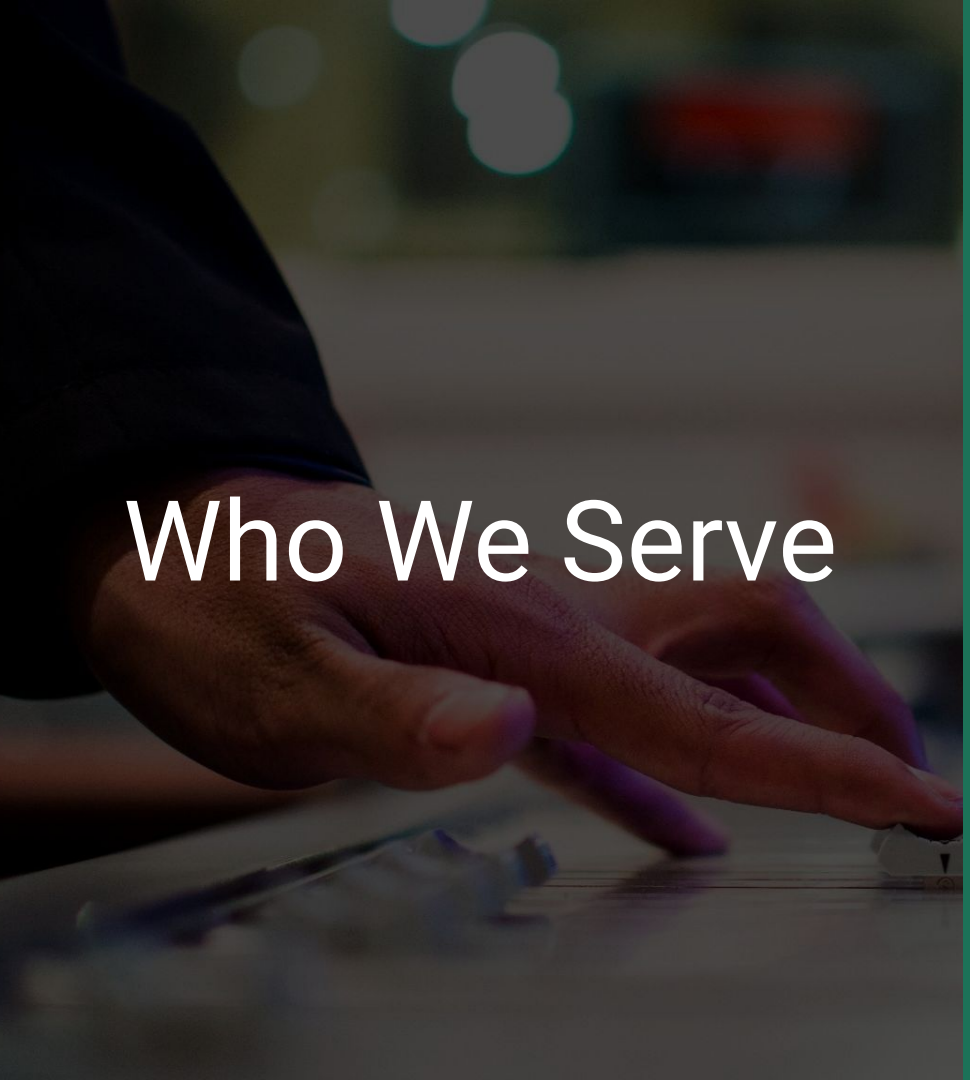
We connect your systems to 3rd party APIs and data stores to optimize your business operations and add new capabilities.

System Planning & Architecture

Our engineers and architects design and implement efficient, reliable, maintainable software systems that solve complex problems.

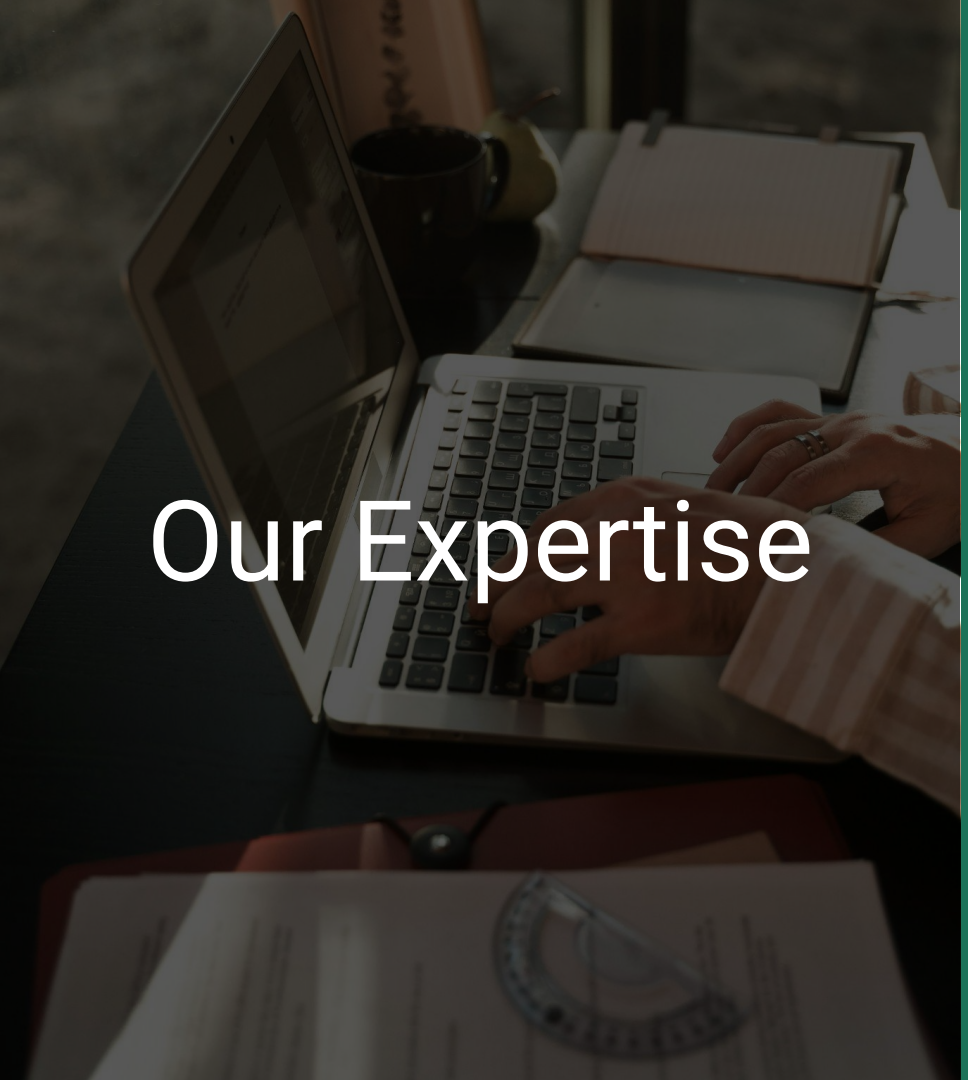
System Scaling and Performance

We build solutions that scale to handle intense traffic and data load easily and cost-effectively as your business grows.



Who We Serve

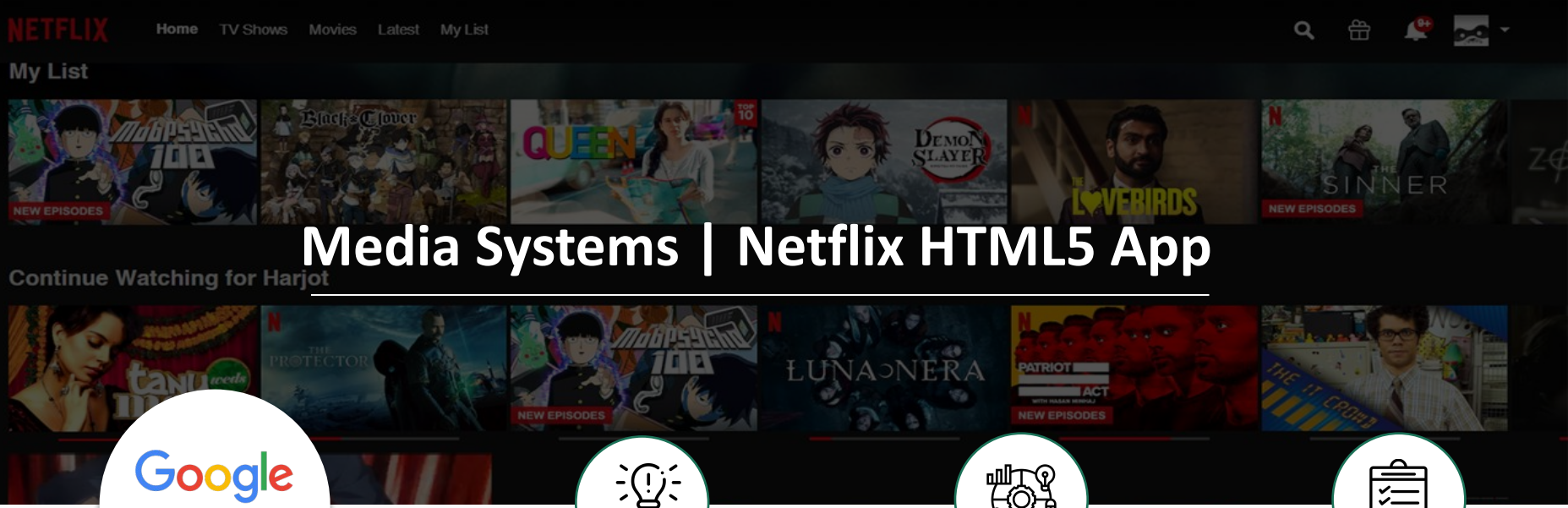
- Startups and small to mid-sized established companies
- Tech-savvy and growth-oriented
- Have complex problems that we can solve with reliable, scalable software systems
- Value our experience, expertise, and leadership
- Appreciate our cooperative roots



Our Expertise

- Full-stack software and product development
- 3rd party integrations
- Minimum Viable Product (MVP) development
- Gaming platforms
- IoT development
- Go, Rust, Elixir programming
- Audio/Video streaming

Case Studies



Media Systems | Netflix HTML5 App

Google
NETFLIX

Google + Netflix

Led a partnership to create the world's first HTML5 app for premium video.

Problem

Chrome users wanted to stream Netflix, but Microsoft discontinued Silverlight video+DRM plugin

Solution

Created HTML5 APIs for DRM and adaptive streaming, Widevine DRM module for Chrome

Results

- Launched feature with Netflix at Google I/O
- Every major streaming service has since adopted the tech

Media Systems | Mobile Video Player SDKs

JW Player

Built and launched native Android and iOS SDKs for video playback, advertising monetization, and DRM

Problem

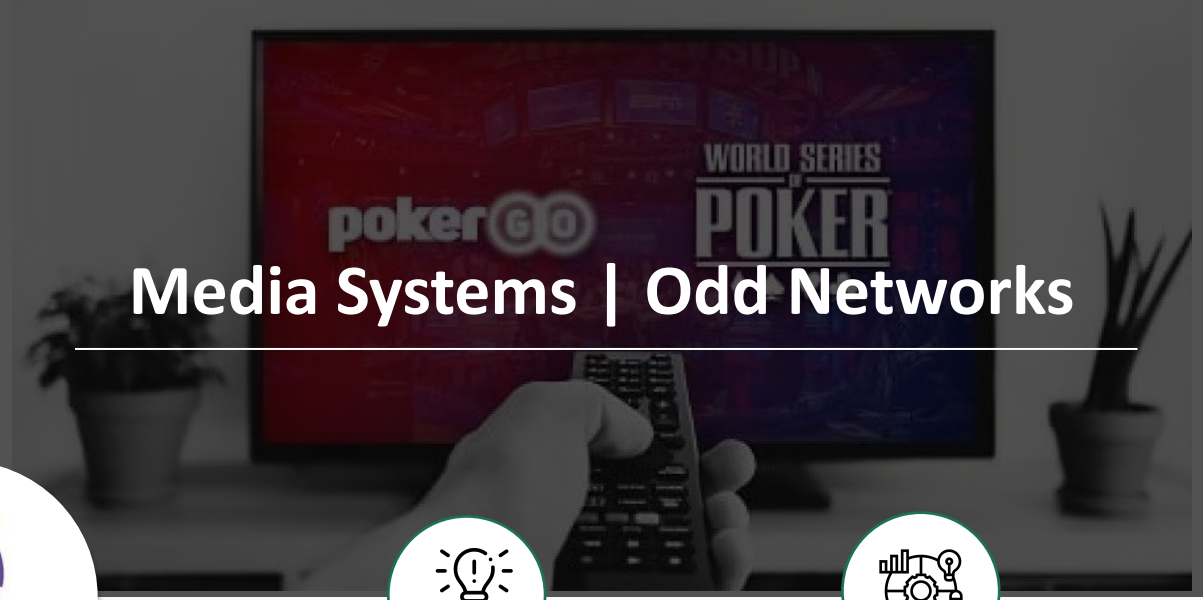
HTML5 video players lacked features and performance only possible with native APIs

Solution

Staffed two Eng teams, wrote product requirements, oversaw development and Beta program, led go-to-market

Results

- Launched in four months
- Added 20% to JWP revenue in first year
- +50 million DAUs as of March, 2024



Media Systems | Odd Networks

Odd Networks

Built an open-source OTT video platform with customizable web, mobile and smart TV playback apps

Problem

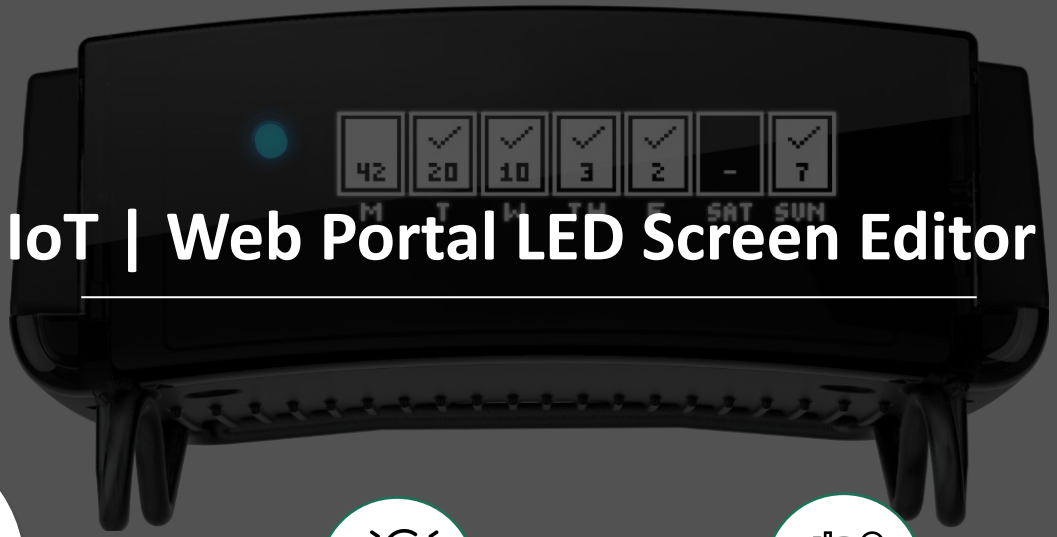
Closed OTT solutions offer poor UX, limited payments & entitlements management, bare-bones analytics

Solution

VMS featuring global content delivery, cross-device IAP and entitlements, deep analytics; apps for web, iOS, Android, Roku, AppleTV

Results

- Increased user engagement, watch time
- Subscriber growth, retention
- Seamless digital payments



IoT | Web Portal LED Screen Editor

KINETIC

Kinetic

Built remotely controlled monochromatic LED screen management system for Reflex wearable

Problem

Wearable devices required dynamic screen information to be pushed to them from a centralized web portal

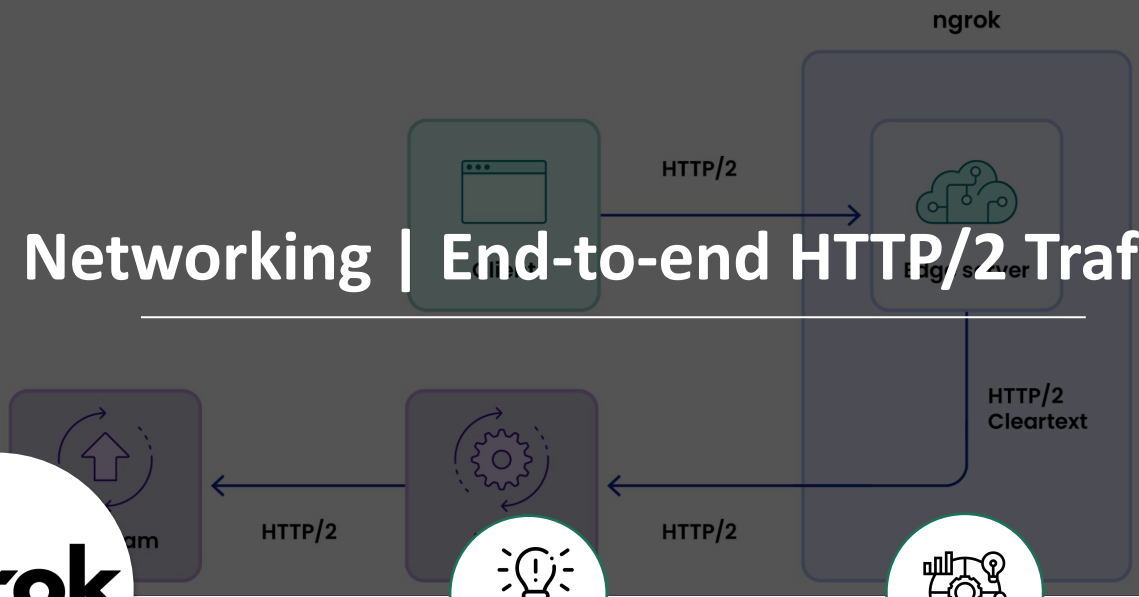
Solution

HTML/JS/Go web app with monochromatic image-editor-generated bitmaps fetched by C firmware displayed on the screen

Results

- Personalized visualizations
- Custom screen text & icons
- Quicker testing of features

Networking | End-to-end HTTP/2 Traffic



ngrok

[Enabled HTTP/2 support] to edge nodes enabling not only web-based HTTP/2 traffic, but also streaming gRPC traffic.

Problem

All modern browsers support HTTP/2 for fast delivery, but edge nodes downgrade traffic to HTTP/1.1, creating bottlenecks

Solution

Network edge nodes are configured to retain HTTP/2 traffic, knowing the server to which it is forwarding traffic also supports HTTP/2

Results

- Browser to origin server has full HTTP/2 support
- Added gRPC support
- Bi-directional streaming

Systems Programming | Linux NIC Timestamps

Subspace

Improved routing, jitter reduction between network nodes using Linux sockets

Problem

Kernel-to-userspace jitter affected traffic routing when collecting timestamps between nodes.

Solution

Collect the timestamp when the packet is transmitted and received at the NIC directly.

Results

- More accurate latency without jitter
- Customer traffic routing improved
- Routing reaction time decreased

Our Founders

Veteran Software Engineering and Product Experts

John Luther

Product Manager

Google, JW Player, On2,
RSA Security, Nuvalence

Blain Smith

Software Engineer

ngrok, MadGlory, runZero,
Kinetic, Harvard University

Erik Straub

Software Engineer

Electronic Arts, MadGlory,
Wolfjaw Studios


Contact us to discuss your project!
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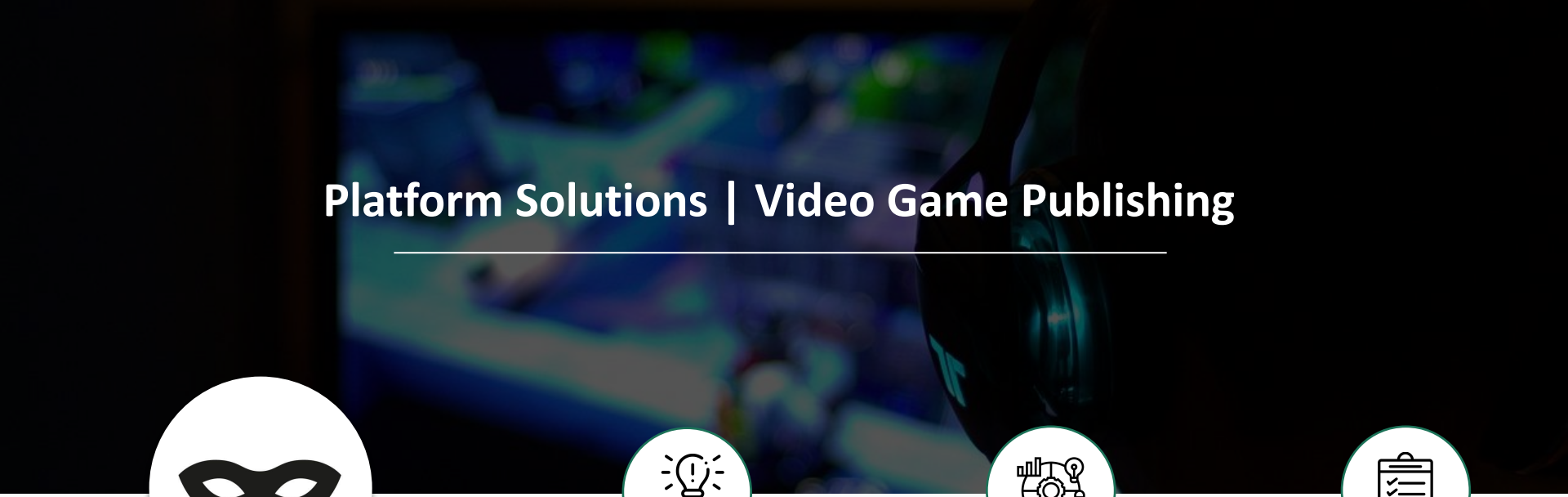
Platform Solutions | Video Game Publishing



Confidential under NDA

Entertainment Studio

Built a publishing platform for a multiplayer video game

Problem

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Solution

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Results

- ?
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Media Solutions | JW Platform

JW Player

Built a comprehensive online video delivery and management solution

Problem

Outdated video CMSes cause poor video quality, rebuffering, limited analytics and monetization

Solution

Advanced video hosting and delivery platform: globally scalable, flawless video quality, real-time analytics, advanced monetization

Results

- Superior visual video quality
- Minimal video buffering
- Increased watch time
- Increased ad fill rates
- Lower costs