

# Limeleaf

The logo for Limeleaf features the word "Limeleaf" in a dark green, rounded sans-serif font. The letter "l" in "leaf" is replaced by a stylized green leaf icon, which is split vertically with a lighter green shade on the left and a darker green shade on the right.

Simple Solutions. Proven Technology.

[limeleaf.io](https://limeleaf.io)

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

We build simple solutions on  
proven technology.

A high-angle, top-down photograph of a group of people sitting around a large wooden table in a meeting. There are at least six people visible. They are engaged in a collaborative discussion, with some looking at laptops and others at each other. The table is cluttered with various items including laptops, notebooks, pens, and coffee cups. The lighting is warm and the atmosphere appears professional and collaborative.

# 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

A close-up photograph of a person's hand holding a stylus, poised to draw on a tablet. The background is out of focus, showing bokeh light effects. The text 'What We Do' is overlaid in white on the left side of the image.

# 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.

A close-up photograph of a person's hand holding a white marker, drawing on a whiteboard. The background is blurred, showing some office equipment and lights. The text 'Who We Serve' is overlaid in white on the left side of the image.

# 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

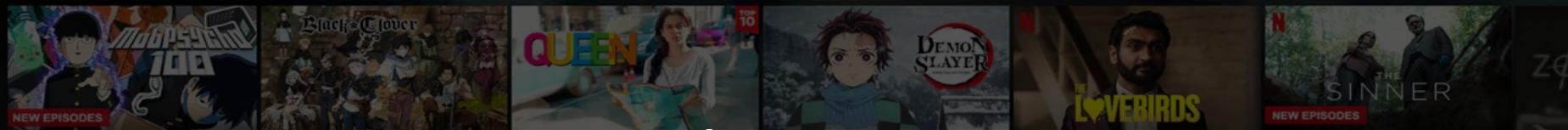


# Case Studies

A hand holding a blue pen points to a document on a wooden desk. The document features a stacked bar chart with yellow, red, and teal segments, and a line graph with green and red lines. The text 'Case Studies' is overlaid in white on the left side of the image.

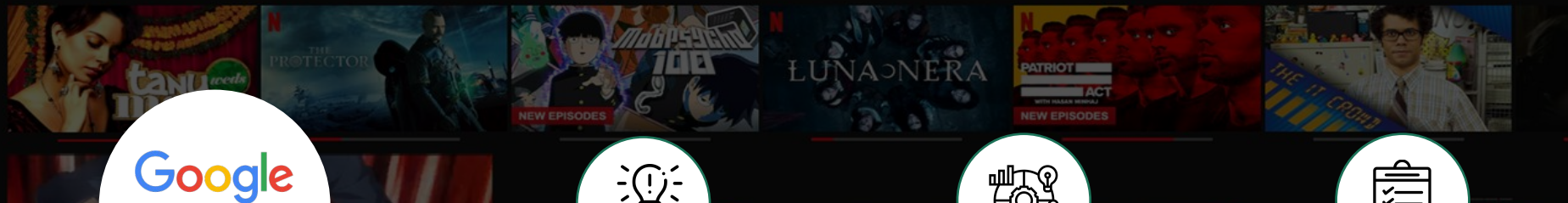


## My List



# Media Systems | Netflix HTML5 App

## Continue Watching for Harjot



## 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.



HTTP/2

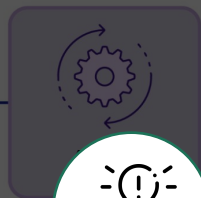


Edge server

HTTP/2  
Cleartext



HTTP/2



HTTP/2



## 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

An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city lights are visible, and the Empire State Building stands out prominently in the center with its red and green top. Other skyscrapers are visible on either side, some with their lights on.

Contact us to discuss your project!

[info@limeleaf.io](mailto:info@limeleaf.io)

[calendly.com/limeleaf](https://calendly.com/limeleaf)

# Platform Solutions | Video Game Publishing



Confidential under  
NDA

## Entertainment Studio

Built a publishing platform for  
a multiplayer video game



**Problem**

?



**Solution**

?



**Results**

• ?  
•

JWPLAYER

Media Library

Playlists

Players

Apps

Analytics

Custom Reports

All Systems Operational

What's new

You are currently on a Free pricing plan. Upgrade to gain access to our advanced features.

Upgrade Now

Media Library

Add Media

Search by title, description, tags, or media ID

Advanced Search

Sort: Publish Date

Media ID


Status

Media Type

Duration

Publish Date

Title	Media ID	Status	Media Type	Duration	Publish Date
unknown	JZRuTJEV	Failed	Hosted Unknown	00:00:00	Dec 21, 2020
Mobile Promo	CTY9B0zK	Ready	Hosted Video	00:01:21	Mar 18, 2016
Host Video	PEFecc4K	Ready	Hosted Video	00:00:45	



## 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