

# Limeleaf

The logo for Limeleaf features the word "Limeleaf" in a dark green, rounded sans-serif font. The letter "e" in the middle 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.

Fresh, Sustainable, Simple Tech Solutions

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

We provide expert technical services to businesses, brands, and startups.



# Why Limeleaf?

Decades of collective experience in all facets of software product development

Unparalleled technical expertise

Collaborative, transparent, and client-focused

Committed to sustainability and 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 'Our Expertise' is overlaid in white on the left side of the image.

# Our Expertise

Extensive experience building web and mobile apps, REST APIs, video game platforms, OTT services, PKI & MFA systems, IoT devices, and more.

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



# Our Services

Full-stack software and product development

Minimum Viable Product (MVP) development

IoT development, systems programming

Specializing in Go, Rust programming

Audio/Video streaming solutions

Video game services

Technical guidance and consulting

# Our Team

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

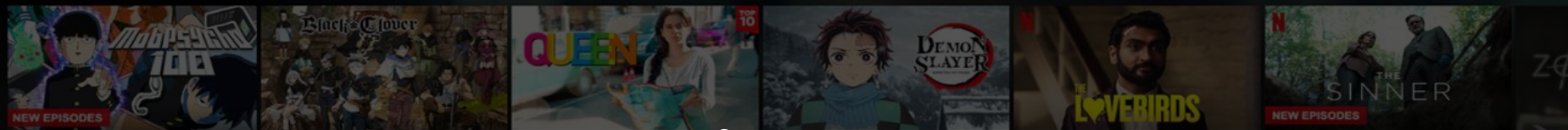
Electronic Arts, MadGlory,  
Wolfjaw Studios



A hand holding a blue pen points to a document on a wooden desk. The document features a stacked bar chart with teal, red, and yellow segments, and a line graph with green and red lines. The title 'Case Studies: What We've Done' is overlaid in white text.

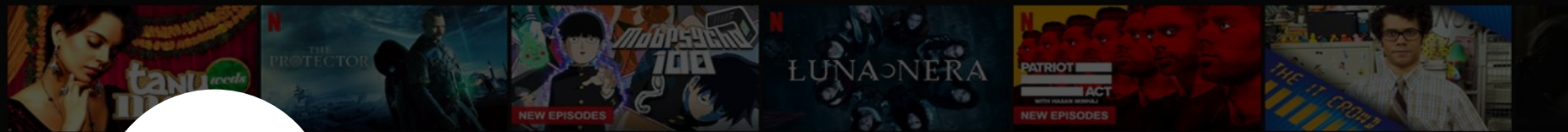
# Case Studies: What We've Done

## My List



# Media Solutions | Netflix HTML5 App

## Continue Watching for Harjot



## Google + Netflix

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



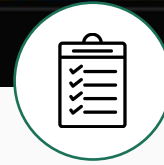
### Problem

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 Solutions | Mobile Video Player SDKs



## JW Player

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



### 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 Solutions | JW Platform

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	Jan 18, 2016
Test Video	PEFecc4K	Ready	Hosted Video	00:00:45	



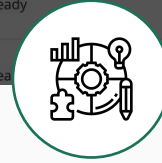
## JW Player

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

# 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

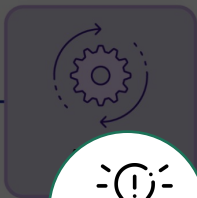


Edge server

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
- gRPC support for free
- Bi-directional streaming

# Advanced Systems | 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



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Contact us to discuss your project!

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

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