

28 September 2007

Nicolas Erdody
Chief Executive
World 45
Centre for Innovation
St David St
DUNEDIN

Dear Nicolas

Re – Reference for Application for Government Programme Support

The Technology Innovation Partnership Programme (TIPP) at NZTE has been working with World 45 over the last 18 months. We consider World 45 to be a leading NZ company in software engineering. World 45 is developing systems to optimise operating software for the new multi-core, multi-thread computer chips released over the last 12 months. We understand that World 45 is the leading global firm in this field, and is now a strategic partner of Sun Microsystems, a major developer/ user of these chips.

World 45 which is still heavily engaged in R&D work, undertaking contract research assignments in order to build the business and its skill base. However, it is now working through the process of creating its own systems/ products to enable it to develop, market and brand its own intellectual property. The aim is to secure much greater value from its work, and become a global business, rather than being a sub-contractor. This strategy is fully in accord with NZTE's approach to international business development.

As a recent start up, World 45 has made enormous progress over the last 18 months. It has started to generate significant revenues. It has done this from a start where it assumed all the technical and business risk in the initial project challenge from Sun. Its success has led to a growing number of commissions from Sun.

World 45 has a strong technology relationship with the Information Science & Computer Science departments of the University of Otago. This relationship has brought significant profile and relationship benefits to both the university and World 45. This company is opening up an exciting new dimension of IT technology for New Zealand, with flow on benefits to the wider IT community in NZ. I commend it to you for your support.

Yours faithfully
New Zealand Trade and Enterprise



P R Frater
Director, Enterprise & Innovation