

GIPS Enhances On-Line Communication Experience for Users of Korea's SK Communications Sites

NateOn Utilizes GIPS VoiceEngine™ PC Advanced Solution to Improve Voice Quality of Instant Messaging Service

SK Communications, one of Korea's foremost Internet communications innovators is harnessing the power of Global IP Solutions' (GIPS) VoiceEngine™ PC Advanced embedded voice-processing solution to improve the quality of its NateOn instant messaging (IM) services.

Part of the SK Group of companies, SK Communications' provides a wide spectrum of innovative services to the online consumer in Korea and has made successful entries into China, Japan and the US.

SK Communications pioneered the development of applications, services and other technologies for the Internet in Korea. "In March 2005, NateOn was named the top messenger service in Korea," said Mr. Jaeha Lee, Director of Messenger Business Division of SK Communications. "Since then we have continued to invest in advanced technology, like GIPS VoiceEngine PC Advanced, to ensure that NateOn remains Korea's most sophisticated IM service."

GIPS Voice Engine PC Advanced is being used in voice processing tasks to ensure that NateOn service can deliver excellent voice quality under diverse network conditions. By using GIPS' Voice Engine PC Advanced solution, real-time voice quality has dramatically improved. Further, the field-proven solutions from GIPS have improved time-to-market, as development times were significantly shortened.

"SK Communications is one of the major Internet portals and the largest providers of messenger services in Korea," said Gary Hermansen, President and CEO of Global IP Solutions. "It is also becoming globally recognized as one of Asia's 'hot-technology' prospects and in recent years won a 'Business Innovation Award' from Wharton School in the US and has been named as one of 'Asia-Pacific Technology's Fast 500'. By partnering with SK Communications GIPS is once again demonstrating its capabilities in this fast-paced and technologically advanced market."

GIPS VoiceEngine family provides comprehensive voice processing solutions that is specifically designed to enable superior sound quality for real-time voice communication over packet networks. GIPS VoiceEngine handles all of the necessary voice processing functions for VoIP, providing superior quality even under adverse network conditions. VoiceEngine supports existing standards, and

offers improved voice quality through the unique configuration of its components and by improved handling of the hardware. Features include:

- Software plug-in with high-level API
- Real-time performance
- Well-proven high quality solution
- Complex speech enhancements, including echo cancellation and wideband technology
- Multi-party calling with ad-hoc conferencing capabilities up to 4 participants

“With the vast range of services that we offer and the phenomenal increase in the volume of online customers, it is vital that we provide the highest levels of customer satisfaction,” continued Mr. Lee of SK Communications. “One area where we have real competitive advantage is in the quality of the online interactive experience delivered to our users.”

“As the leading provider of embedded media processing solutions, GIPS was able to help us deliver high quality multimedia communications to our users, improving their online experience. We are planning to further incorporate GIPS media processing technology into some of our new products,” concluded Mr. Lee.

About SK Communications

SK Communications is a globally competitive online service provider that delivers new concepts in Internet services. SK Communications is the creator of ‘Cyworld (www.cyworld.com)’, Korea’s number one community portal; ‘NATE.com (www.nate.com)’, a web 2.0 portal, ‘NateOn (nateon.nate.com)’, a messenger service ‘Tong (www.tong.co.kr)’, a new type of blog hosting platform; and ‘etoos (<http://www.etoos.com>)’, an education portal.

SK Communications also created a portal called ‘Cytogether’ that is used by a wide variety of volunteers and their organizations to encourage the spirit of volunteerism throughout Korea. ‘Stage’, its online culture space, has enabled thousands of users to participate in an unlimited variety of cultural exchanges.

About Global IP Solutions

Global IP Solutions offers multimedia technologies for real-time communications over packet networks and enable companies to deliver IP applications that offer the highest quality user experience, as well as revenue-enhancing opportunities across a multitude of devices and services. Global IP Solutions provides best-in-class voice and video quality and fidelity in end-to-end IP communications with robustness against packet loss. Global IP Solutions' world-renowned media processing and IP telephony experts deliver these solutions to service providers, enterprises, applications developers, network equipment, gateway and chip manufacturers. Companies using Global IP Solutions products include Nortel, Skype, WebEx, Yahoo!, AOL, EarthLink, BlueCross/BlueShield and other key players in the VoIP market. Global IP Solutions is a member of the Intel[®] PCA Developer Network, the Motorola Design Alliance, Symbian Platinum Partners and Texas Instruments' third party developer network. Global IP Solutions has headquarters in San Francisco and offices in Santa Barbara, Stockholm, Hong Kong and Boston. More information is available at www.gipscorp.com.

Global IP Solutions' contact

Alex Tsang
Tel: +852-31802255
Email: alex.tsang@gipscorp.com

SK Communications' contact

Hyeran In
Tel: +82-2-3605446
Email: yvette99@nate.com