



## **GIPS OFFERING WEB AND APPLICATION DEVELOPERS FREE TEST DRIVE OF VOIP SOLUTION - CLICK-TO-TALK LITE**

### ***Call Centers Can Now Offer True Click-To-Talk for End-Customers with GIPS Click-To-Talk VoIP Solution***

**San Francisco — September 24, 2007** — Global IP Solutions (GIPS), a leading provider of Voice over IP (VoIP) solutions, today announced its Click-to-Talk web-based VoIP solution, Click-to-Talk Lite, is available free to download at GIPS developer community website - <http://developer.gipscorp.com>

By selecting the Click-to-Talk icon, website visitors can simply connect quickly through their PC at no charge, to speak with a company's customer service agent.

"GIPS Click-to-Talk Lite provides the same client software as the comprehensive Click-to-Talk version," said John Hermansen, Global IP Solutions Marketing Director. "It will allow web and application developers to implement and test-drive a high-quality web-based VoIP application. GIPS Click-to-Talk has transformed many organization's websites into interaction centers, combining both self-service and assisted-service to enable true customer support and effective contact center utilization. There are tremendous cost savings, improved productivity and significantly increased customer convenience and satisfaction to be gained with GIPS Click-to-Talk."

While call-back and web-chat applications have proven to be less-than-ideal bridges from websites back to contact centers, GIPS Click-to-Talk allows customers to immediately speak with the resource they need - over the Internet. The destination may be a contact center agent, an after hours support line, a remote agent, or any number of other targets that are best supported by instantaneous voice communication.

GIPS Click-to-Talk enables enterprises to enhance customer activities into revenue producing opportunities with a high-quality voice solution. It can generate increased

revenue by reaching out to a larger, more accessible customer base by dramatically reducing abandoned opportunities and by introducing an opportunity for up-selling during customer interactions.

In addition GIPS Click-to-Talk integrates with CRM tools and collaborative applications to improve efficiency and reduce costs. It strengthens customer loyalty through increased dialogue and provides a cost effective, value-added communication option to differentiate from the competition.

To learn why enterprises have turned to GIPS Click-to-Talk visit [www.gipscorp.com/ctt](http://www.gipscorp.com/ctt)

To experience Click-to-Talk visit our demo at [www.gipscorp.com/clicktotalkdemo](http://www.gipscorp.com/clicktotalkdemo)

To download and test-drive GIPS Click-to-Talk Lite please visit <http://developer.gipscorp.com>

### **About Global IP Solutions**

Global IP Solutions (GIPS) provides best-in-class voice and video in end-to-end IP communications with robustness against packet loss for service providers, enterprises, applications developers, network equipment, gateway and chip manufacturers. GIPS' customer list include AOL, BlueCross Blue Shield, EarthLink, Nortel, Samsung, Skype, WebEx, Yahoo!, and other key players in the VoIP market. GIPS is a member of the Intel® PCA Developer Network, Motorola Design Alliance, Symbian Platinum Partner Program and Texas Instruments' third party developer network. GIPS is headquartered in San Francisco with offices in Stockholm, Boston and Hong Kong. More information at [www.gipscorp.com](http://www.gipscorp.com)

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