



GIPS TAKES HD VIDEO CONFERENCING MAINSTREAM

General availability of first announced software-based multi-party HD-video conferencing solution; enables delivery of affordable HD-video conferencing

San Francisco — February 6, 2008 — Global IP Solutions (GIPS), the leading provider of media processing solutions, today announced the general availability of its High-Definition (HD) enabled video conferencing engines for service providers, developers, manufacturers and enterprises.

GIPS' new offering enables organizations to deliver software-based multi-party HD video conferencing. The software-based approach significantly reduces the cost of High Definition video conferencing, making it ideal for consumers or desk-top use in business.

"VoIP, chat, presence and other real-time communication technologies have increased the demand for easy and affordable video conferencing. Service providers and developers recognize that this presents a significant opportunity to increase revenues and enhance customer loyalty," said Roopam Jain, principal analyst with Frost & Sullivan. "GIPS has provided the VoIP media processing behind many successful companies and with GIPS' technology, providers and developers can now enable more companies and consumers to incorporate video conferencing into their day-to-day lives."

GIPS VoiceEngines have been downloaded nearly a billion times enabling users worldwide to enjoy high-quality communications, even under typical adverse network conditions.

"High Definition technology promises to make video conferencing more practical and effective. But, to date, this sort of quality has only been available in high-end, hardware-based systems and the costs are prohibitive to all but large enterprises," said Dr. Roar Hagen, GIPS Chief Technology Officer. "GIPS is well known in the

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industry for its focus on providing high-quality real-time voice and video processing solutions, creating tight lip-synching for effective communication. GIPS' expertise creates a more flexible and cost-effective platform and, with this launch, developers finally have the technology they need to deliver accessible HD-video communication."

Support for HD is available for GIPS VoiceEngine Multimedia, which enables two-way video communications, as well as GIPS ConferenceEngine Multimedia, a server-based conferencing framework which enables multi-party video conferences.

The new solutions feature GIPS' key frame optimization technology, which significantly lowers CPU utilization. This means users can run other applications at the same time.

Other features include:

- GIPS' field-proven, high quality voice processing technology with complex speech enhancements, including echo cancellation and noise suppression.
- Superior lip-synching to ensure more natural conversation.
- Seamless and intuitive video conference recording.

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About 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 includes Nortel, Samsung, WebEx, Yahoo!, AOL, EarthLink 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 <http://gipscorp.com>

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