

## JUPHOON DESIGNS CHINA'S FIRST IP PHONE WITH GIPS VOICEENGINE™ IP PHONE SOLUTION

### *Implementation of GIPS voice technology ensures quality on VoIP calls for Juphoon's customers*

**San Francisco — May 28, 2008** — Global IP Solutions (GIPS) the leading provider of high-quality IP multimedia processing, announced today that Juphoon has selected GIPS VoiceEngine™ IP Phone for its new VoIP Phone Reference Design. Juphoon, headquartered in China, develops and provides software, industrial protocols and services to the global multimedia communications sector.

“Implementing GIPS VoiceEngine technology has enabled us to successfully deal with challenges such as quality, network jitter, latency and echo, as well as multiple audio codec support,” said Vik Qian, General Manager at Juphoon. “Integration of GIPS’ technologies means our customers will enjoy an enhanced user experience with quality superior to PSTN and many other VoIP Phones currently on the market.”

VoiceEngine IP Phone is an extension of the GIPS VoiceEngine family. Building on the success of VoiceEngine, GIPS has created a solution that meets the highest voice processing requirements of today's hardware devices. VoiceEngine IP Phone is designed to deliver the highest quality and ease of integration in CPU based IP phones.

“VoiceEngine IP Phone takes advantage of our patented technology and expertise in providing the highest voice and video quality on the market,” said Steve Rust, Vice President Business Development at GIPS. “Juphoon now has a solution that solves the complex voice processing functions with one integral piece of software that offers wide-band voice quality.”

VoiceEngine IP Phone is a comprehensive package with a rich, flexible feature set that includes a simplified integration of sound-processing software with high-level API, sophisticated speech enhancements and echo cancellation. It runs on Analog Devices' (ADI's) BlackFin MCU BF53x processor, which is faster than 400MHz, delivering a cost effective, high performance solution that supports various service extensions.

### **About Juphoon**

Headquartered in China, Juphoon develops and provides software, industrial protocols and services to the global multimedia communications sector, employing a group of talented engineers. The company is committed to ongoing technical research and has developed a set of proprietary theoretical software architecture systems, including Zero Operating System (ZOS), IMS Client Platform and extremely fast ABNF/XML parser. Juphoon's customer list includes Huawei, ChinaMobile, DTMobile, Importek and other key player in the NGN/3G network market. Juphoon is a member of Arena Forum which is the leading forum of 3G TD-SCDMA application technology and ADI 3<sup>rd</sup> party developer. <http://www.juphoon.com>

### **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. <http://gipscorp.com>

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Cari Goodrich  
LEWIS PR for GIPS  
+1 (408) 573 3663  
[gips@lewispr.com](mailto:gips@lewispr.com)