



Baidu Selects Global IP Solutions to Deliver Video for its New Instant Messaging Application, Baiduhi

Baidu, China's Leading Internet Search Engine, Set to Become The Largest Provider of Video Chat in Greater China

San Francisco — June 5, 2008— Global IP Solutions (GIPS) the leading provider of high-quality IP multimedia processing solutions, announced today that Baidu.com, Inc. (NASDAQ: BIDU), the number one Chinese language Internet search engine, will launch its instant messaging application with real-time video chat based on the GIPS VideoEngine solution.

“GIPS developed its reputation in voice, and we’ve been successfully solving real-time video complexities for the last three years,” said Emerick Woods, Global IP Solutions CEO. “Video conference/chat users are increasingly demanding better network speeds, quality, reliability and consistency, and developers are challenged with adding more features. While most video chats suffer from freezing, bad lip synchronization and postage stamp video images, Baidu now offers one great application which delivers GIPS quality serving the single largest market in the world,” added Woods.

GIPS VideoEngine is the most widely deployed VideoEngine technology in the world and is specifically designed for real-time communications over IP networks. The technology solves the common problems that most video chat applications suffer from - small, spasmodic images, lip synchronization and poor voice quality. In addition, GIPS VideoEngine uniquely adapts to the available bandwidth, which ensures that a video connection is maintained at all times and prevents the video from freezing.

GIPS VideoEngine works with standard or proprietary video codec implementations and reduces the RAM and CPU required to deliver high quality video on computers. It offers the best combined voice and video performance in addition to offering HD capabilities on a software platform. With GIPS technology, customers can deliver the highest quality products and achieve an accelerated time to market in addition to reducing the costs of implementation.



About Baidu

Baidu.com, Inc. is the leading Chinese language Internet search provider. As a technology-based media company, Baidu aims to provide the best way for people to find information. In addition to serving individual Internet search users, Baidu provides an effective platform for businesses to reach potential customers. Baidu's ADSs, each of which represents one Class A ordinary share, are currently trading on the NASDAQ Global Select Market under the symbol "BIDU."

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. For more information, please visit <http://gipscorp.com>.

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