

## GLOBAL IP SOLUTIONS DELIVERS THE FOUNDATIONS FOR SUCCESSFUL UNIFIED COMMUNICATIONS

### *GIPS Launches VideoEngine and VoiceEngine Software Development Kits*

**San Francisco — July 21, 2008** — [Global IP Solutions](#) (GIPS), the leading provider of multimedia processing solutions, announced today the general availability of the VoiceEngine and VideoEngine Software Development Kits (SDKs). Targeted at application developers, IP PBX manufacturers and service providers offering real-time voice and video, the SDKs maximize flexibility and ensure high quality standards necessary for successful IP voice and video products.

The Unified Communications market continues to grow and companies are looking for more ways to capitalize on the benefits of call control, presence, voice and video solutions. GIPS VoiceEngine and VideoEngine SDKs simplify the development of full-featured Unified Communications services with real-time voice and video capabilities by providing all the components and multimedia processing technology needed by application developers. Traditionally, developers had to go to multiple vendors and integrate varying technologies to build a VoIP or video over IP application risking quality and interoperability issues. The SDKs combines all the important IP communications components in one package providing a one-stop solution.

“Maintaining reliability and quality continues to be the highest concern in the adoption of IP communications,” said Krithi Rao, research analyst, Frost & Sullivan. “GIPS SDKs will enable developers and service providers to achieve that objective while making it possible for them to add new features and functionalities essential to remaining competitive.”

“The SDKs present customers and partners with a great opportunity to reach broad new market segments,” said Steve Rust, GIPS vice president business development. “The products are functionally rich and truly demonstrate the investment GIPS has made in the voice and video processing technologies. We are very excited to be able

to provide our customers the ability to easily build their own high quality multimedia applications.”

Designed with ease of use in mind, the SDK API's can handle difficult media processing and call control functions, making it an essential tool for both the experienced and inexperienced VoIP or video over IP application developer. By relying on GIPS' IP communications expertise, customers accelerate their time-to-market while focusing on differentiating themselves in a competitive marketplace.

### **Availability**

The VoiceEngine and VideoEngine SDKs are now available worldwide. For more information on GIPS VideoEngine and VoiceEngine SDKs visit [www.gipscorp.com/sdk](http://www.gipscorp.com/sdk)

### **About Global IP Solutions**

Global IP Solutions (GIPS) provides best-in-class voice and video processing in IP communications. GIPS enables its customers to deliver unmatched quality, with a faster time to market and less risk than alternative solutions. GIPS serves application developers, service providers, and network equipment vendors. Its customer list includes Nortel, Oracle, Samsung, WebEx, Yahoo!, AOL and other key players in the VoIP and video over IP markets. The company is headquartered in San Francisco with offices in Stockholm, Boston and Hong Kong. More information at [www.gipscorp.com](http://www.gipscorp.com)