

## **Breaking the PC to PC connection and enabling people to people connection - FreePP takes VoIP to the next level**

*Fast testing and implementation speed time to market for new FreePP services*

FreePP, a Taiwan-based provider of Internet communications services, has implemented Global IP Solutions' (GIPS) VoiceEngine technology break the chains of PC to PC voice-over-IP (VoIP) technology with the introduction of people to people communication, which will deliver high quality VoIP functionality on multiple platforms for users across Asia.

“Our ultimate vision is to create a ‘FreePP network’ with outstanding value-added telecommunication services and VoIP products accessible from any Internet service,” said Dr Kevin Yang, general manager at FreePP. “By taking advantage of the fast moving Internet telephony technology, FreePP is committed to providing a world-class ‘Internet Telecom’ service to serve all customers, anywhere and at anytime through the FreePP network.

“However, to make this vision a reality we had to take a long hard look at our in-house capabilities and decide if there were any areas that could be improved by working with an external partner, allowing us to concentrate on our core areas of expertise. It quickly became obvious that superior voice quality, especially under adverse network conditions, was of premium importance to our users and that we needed a voice solution that overcame the obstacles of IP communications, such as packet loss, delay, jitter, and echo,” continued Yang. “With our in-depth understanding of this market, we were well aware of GIPS and the VoiceEngine solution, so it was not a difficult decision to enlist the help of GIPS to implement the proven VoiceEngine approach to ensure the highest levels of voice quality.”

FreePP Inc is a wholly-owned subsidiary of Browan Communications which was established in 2002 as Gemtek Systems. Browan is a spin-off from Gemtek Technology, the world's leading independent manufacturer of wireless networking equipment. With a portfolio of world-class OEM partners, such as Compaq, Intel, NEC, and Nokia, Gemtek is a Taiwan success story, exporting its products to all corners of the globe.

“As a part of the Gemtek family, FreePP has a lot to live up to,” continued Dr Yang. “Many people would find this kind of pedigree daunting, but at FreePP it just drives us to succeed. We are determined to challenge the other service providers in this field and become the #1 provider of Internet-based communication services.”

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“With this drive in mind, we decided to not just emulate, but supersede the other service providers. That’s why we have broken the chains of PC to PC VoIP, by enabling users to communicate on a number of platforms and devices, whether at home, in the car, or on the move.”

FreePP unites the Internet and telephone networks with a sophisticated packet switched VoIP system to deliver the world’s largest public VoIP phone network service. FreePP asserts that as more and more voice traffic becomes IP data traffic, there will be little to distinguish between IP telephony and circuit-switched telephony.

GIPS VoiceEngine technology provides the voice quality underpinnings across multiple platforms for the FreePP service. GIPS VoiceEngine Embedded, which is designed to handle jitter and packet loss, while minimizing delay and eliminating echo in hardware environments such as ATAs, is being harnessed to deliver unmatched voice quality for the FreePP Box. The FreePP Box is a patented telephone adaptor that allows users to seamlessly place calls over a broadband network by using an ordinary telephone. It complements FreePP Softphone, which provides the same unmatched voice quality by leveraging GIPS VoiceEngine Advanced for PC.

GIPS VoiceEngine PC is a comprehensive, robust, field-proven packaged solution specifically designed for VoIP applications developers. By implementing VoiceEngine, FreePP has been able to accelerate time-to-market and reduce development costs, as their developers did not need to worry about solving complex issues, such as the lack of real-time operating systems, sound card management, clock drift and network degradation, that affect voice quality on the PC.

Delivering the necessary interfaces and components to implement voice on via a single, high-level API, FreePP did not need to worry about additional 'plumbing', allowing their product development engineers to focus on core application development rather than the complex integration and tuning of sound processing software.

GIPS VoiceEngine Embedded for ATAs, which has been implemented in the FreePP Box, is an extension of the GIPS VoiceEngine product family. It is an embedded solution that meets the highest voice processing requirements of today's hardware devices and has been specifically designed to deliver the highest quality and ease of integration in CPU-based residential gateways - often referred to as TAs or IADs.

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GIPS VoiceEngine Embedded for ATAs has provided FreePP with a solution to the complex voice processing functions in one integral piece of software that guarantees the best voice quality with the lowest possible delay.

“FreePP is at the forefront of the VoIP market by offering full service Internet communications,” said Gary P. Hermansen, President and CEO of Global IP Solutions. “We are excited to work with a company that has such a unique and comprehensive solution, and we look forward to helping them ensure that the voice quality requirements of their users are met and exceeded on all platforms.”

“Our vision is to create a FreePP network that provides breathtaking value-added telecommunications services and VoIP products accessible from any Internet service,” continued Yang. “The superior voice quality and cross-platform support that GIPS technology provides enabled us to make a strong entry into the Internet telephony market and will help us to achieve our goal of making the FreePP service truly ubiquitous.”

“GIPS provided excellent local-language technical support and extremely quick response times. We worked very closely and were able to fine-tune VoiceEngine to suit our very specific needs. You simply don’t get this level of flexibility and support from many companies and it has made a real difference to the introduction and marketing of FreePP”, concluded Yang. “We are confident that FreePP is the first service to use GIPS VoiceEngine in its hardware offerings and we are sure that this true partnership will enable us to continue to consolidate our market leadership position.”

