

## **Tencent selects GIPS technology to improve voice quality for 150 million QQ users in China**

*Global IP Sound Asian expansion delivers highest levels of support for customers in the region*

**Hong Kong January 4, 2006** — Tencent, a leading provider of Internet and mobile value-added services in China, has selected Global IP Sound (GIPS) VoiceEngine™ PC Advanced to improve voice quality for the more than 150 million users of its Internet Instant Messaging (IM) service, QQ, in China.

QQ is an IM platform that enables users to communicate in real time across the Internet, and via mobile and fixed line telecommunications networks using various terminal devices to offer a variety of entertainment and community features to more than 150 million users. Tencent was one of the first Internet Instant Messaging (IM) software developers in China, and is a leading provider for Internet and mobile value-added services with a focus on IM and related value-added services. With such a dynamic customer base it is essential that Tencent is able to deliver new services with high quality quickly and cost effectively.

Tencent will be utilising GIPS VoiceEngine PC Advanced to deliver VoIP (Voice-Over-Internet Protocol) calls with better voice quality than cellular or traditional PSTN phones. GIPS VoiceEngine provides comprehensive, packaged VoIP solution that enables superior sound quality. It includes GIPS SoundWare™, a robust suite of sound processing software, developed to improve sound quality for voice over packet applications on any level: chip, board, gateway, VoIP handset or software application. GIPS SoundWare ensures telco-grade voice quality and resilience against packet loss, jitter, delay and clock drift, even under adverse network conditions.

“The selection of GIPS VoiceEngine platform for the latest version of QQ 2005 is ensuring that Tencent is able to provide the highest quality voice support for our customers in China.” said Mr.Lu Shan, General Manager – IM Product Group, Tencent Ltd. “It’s a very competitive market and our users are discerning individuals who demand the highest levels of voice quality. However, it’s not simply a case of selecting a technology platform, as Tencent is also looking for a partner that

understands the China market and is as dedicated and as flexible as we are. "

"GIPS has proven time and again to be a company that is willing to go above and beyond to meet the needs of its customers. With the recent opening of the GIPS regional sales office in Hong Kong, Asian customers are guaranteed the highest levels of local-language engineering support, which is vital in such a fast-paced and constantly-evolving market." said Mr. Lu Shan, Tencent Ltd.

By leveraging Global IP Sound's patented solutions and expertise, Tencent is able to rapidly deploy voice-enabled products without having to solve the complex issues that affect voice quality. This enables Tencent to improve time-to-market and reduce its development costs.

GIPS VoiceEngine delivers all of the necessary interfaces and components to implement Voice over IP, allowing Tencent to focus on its core competencies and product development rather than the complex integration and tuning of voice processing software.

"Tencent's implementation of GIPS VoiceEngine is an important milestone for GIPS," said Mr. John Fargis, General Manager - Asia Pacific, Global IP Sound. "Tencent is probably the largest IM service provider in China and the company has captured more than 70% market share. As such, GIPS is proud to be supporting Tencent and its QQ service, delivering the highest quality voice support to its 150 million users in China. However, it's not just the implementation of the GIPS VoiceEngine that makes this deal so important; it is also the validation of our decision to open our regional sales office in Hong Kong, confirming that our continued commitment to investing in the region is the right approach."

GIPS maintained its momentum in the Asian market in 2005 by aggressively focusing on the region and opening a regional sales office in Hong Kong to provide sales, marketing and engineering services to customers in the Asia Pacific region.

## **About Global IP Sound**

Founded in 1999, Global IP Sound develops embedded voice processing technologies for real-time communications over packet networks. GIPS SoundWare™ provides better than PSTN voice quality and fidelity in end-to-end IP communications with robustness against packet loss. Global IP Sound's world-renowned speech processing and IP telephony experts deliver these solutions to applications developers, gateway and chip manufacturers. Companies using GIPS SoundWare™ products include Nortel Networks, Skype, WebEx, AOL, EarthLink and other key players in the VoIP market. Global IP Sound is a member of the Intel® PCA Developer Network, the Motorola Design Alliance, Symbian Platinum Partners and Texas Instruments' third party developer network. Global IP Sound has headquarters in San Francisco and offices in Stockholm, Hong Kong and Boston. More information is available at [www.globalipsound.com](http://www.globalipsound.com).

### **About Tencent Group**

Tencent Group is a leading provider of Internet and mobile value-added services in China. The Group serves the largest instant messaging (IM) community in China as measured by registered IM user accounts. The Company's IM platform allows users to communicate in real-time across the Internet, and mobile and fixed line telecommunications networks using various terminal devices. Tencent operates three principal lines of business: Internet value-added services, mobile and telecommunications value-added services and online advertising. Shares of Tencent Holdings Limited are traded on the Main Board of the Stock Exchange of Hong Kong, under the stock code 700. For more information, please visit our corporate website at [www.tencent.com](http://www.tencent.com) .