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Survey Finds Video Conferencing Use on the Rise

*Quality of Experience, Accessibility and Affordability Driving Video
Chat/Conferencing to the Masses*

San Francisco — February 3, 2010 — A recent survey of more than 1,200 business professionals in the United States, Japan, South Korea and Hong Kong revealed that video chat/conferencing is rapidly being adopted worldwide, for business and personal use.

The survey, conducted by Research Now and sponsored by Global IP Solutions, indicates that business professionals across multiple industries are adopting video in an effort to communicate and collaborate more clearly and effectively. The survey is available at <http://www.gipscorp.com/survey>

"The results of this survey underscore the increasing value of video in business communication," said Joyce Kim, Chief Marketing Officer at GIPS. "With demand for Unified Communications and desktop video conferencing on the rise, video quality issues such as delay and freezing must be addressed in order for users to effectively connect and collaborate."

A few key highlights of the survey include:

- 79 percent of those who use video rely on consumer applications such as Yahoo!, Gmail, AOL and Skype, while 21 percent used video conferencing systems such as those offered by Cisco and Polycom.
- 61 percent indicated video delay and video freezing as the largest concerns of video chat/conference use

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- In the US, 40 percent of business professionals surveyed indicated that their company will be deploying a video communication solution within the next 6-24 months.

"We are delighted to offer insights regarding industry professional's utilization of video as part of their daily lives in the U.S, Japan, South Korea and Hong Kong," said Philip Beary at Research Now. "Our deep experience in panel management and fieldwork provides reliable data upon which major corporate decisions can be based."

Research Now programmed the online survey on behalf of Global IP Solutions to 1,200 senior business professionals in a variety of industries and employment positions across the United States, China, Japan and South Korea. The survey was conducted in late 2009 and all respondents were working in office environments that required them to operate a computer frequently during the workday. To see the full results of the Video Chat/Conferencing survey visit <http://www.gipscorp.com/survey>

About Global IP Solutions

Global IP Solutions (Oslo Børs: 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 with less risk than alternative solutions. GIPS serves application developers, wired and wireless service providers and network and telecommunications equipment vendors. Its customer list includes CommuniGate, Nimbuzz, Nortel, Oracle, PCCW, Samsung, WebEx, Yahoo!, AOL and other key players in the voice and video over IP markets. The company is headquartered in San Francisco with offices in Stockholm, Boston and Hong Kong. For more information, visit www.gipscorp.com.

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