


OEM customer

Carrier customer


KT's SoIP Strategy:

To differentiate from low-cost VoIP providers KT has launched their SoIP strategy.

Today KT counts about 200,000 SoIP customers. To support SoIP KT actively promotes high-end consumer devices, including two innovative gadgets from Reigncom: Wave Home for customer premises and Wave for mobile use.

The number of SoIP multimedia terminal devices in South Korea is forecast to reach **6M units** by 2010.

Date of Implementation: October 2007

SPiRiT Powers Reigncom Innovative Home Media Phone to Support Korea Telecom's SoIP Strategy

INTRODUCTION

According to In-Stat the worldwide demand for portable consumer electronics remains strong and the market is expected to grow to 275 million units by 2011. The major customer for device manufacturers is telecom carrier, who needs smart multimedia terminals to offer subscribers an absolutely new set of innovative IP-based services. The competition between device manufacturers for the attractive telecom contracts is fierce. All of the leading innovators of multimedia and entertainment devices tend to offer more sophisticated and consumer-oriented products featuring a broad range of functions, including multimedia support and ultra connectivity.

CARRIER CUSTOMER

Korea Telecom (KT) is Korea's top integrated wired/wireless communications service provider and has been Korea's leader in information & communications business for the last 25 years. KT holds almost 70 percent of the local communications market and leads the general trend of IP-migration introducing VoIP-calls, WiBro enterprise mobility services, IPTV, etc.

In 2007 the telecom industry giant has made an ultimate move towards VoIP, by launching their innovative SoIP (Services over IP) strategy. KT sees the success of SoIP as the key to increase customer loyalty and to retain 20 million fixed-line and Internet-based telephony customers. The SoIP initiative is intended to become a high-end lifestyle system that integrates VoIP and multimedia allowing customers to enjoy a variety of customizable interactive services. To gain user-adoption of the new IP-based multimedia services in the context of their SoIP strategy, KT needed a smart multifunctional terminal device for home use. KT vision of this next-generation converged multimedia and entertainment device resulted in a list of requirements, including VoIP calling and conferencing, WiFi accessibility, USB connectivity, etc. Delivering this next level of converged, interactive multimedia functionality brings new challenges to device manufacturers that have not yet been solved.

OEM CUSTOMER

Reigncom, the owner of iRiver brand, is one of the largest manufacturers of portable media players, gaming and digital entertainment devices in Asia, Europe and North America. Reigncom was founded in 1999 and established the US unit of its iRiver subsidiary in 2001. Looking for an OEM, able to cope with the challenging task to design and manufacture a smart innovative residential gateway for home use, Korea Telecom spotted Reigncom, who has always been an innovator, both in user features set and design. Reigncom was confronted with a difficult task to pack all possible functionality into a single gadget, but at the same time to keep the price reasonable, to make the end-device more attractive and competitive. The development started in October 2007.

CHALLENGES

In October 2007 Reigncom launched the development of the feature-rich multimedia and communication terminal named Wave Home to support KT SoIP strategy. The converged gadget was to feature VoIP calling and conferencing, TV tuner, WiFi accessibility, USB connectivity, etc. To meet KT requirements and add carrier-grade voice and video over IP processing to the devices' functionality Reigncom needed a complete reliable solution, supporting multiple platforms with guaranteed performance under different network conditions. Reigncom turned to SPIRiT for its embedded Voice&Video Engine, differentiated through its quality, multiplatform support and low power consumption validated by multiple OEM deployments.

■ **TeamSpirit® 3.0 Voice&Video Engine Embedded was successfully integrated into Wave Home, providing carrier-grade voice and video performance combined with low power consumption.**

SOLUTION

After multiple tests and comparisons over the major competing solutions Reigncom selected SPiRiT and its award winning TeamSpirit Voice&Video Engine. The OEM highly appreciated SPiRiT's carrier-grade quality, multiplatform support and resource-efficiency. The TeamSpirit® Engine effectively solves all IP-immanent issues and provides end-users with attractive multimedia experience. Thanks to the highest level of optimization and components-integration the Engine has low resource consumption, allowing to use less expensive processors and to make the end-device price more attractive. Integrated into Reigncom's multifunctional device for home users, Wave Home, the TeamSpirit® Engine demonstrated outstanding results in the extensive quality testing done by both Reigncom and KT, outperforming the initial requirements.

TeamSpirit® Voice&Video Engine Mobile is available on all ARM9/9E/11 processors (XScale, OMAP and others), along with TI DaVinci, TI C64x, Intel PXA and Cortex A8.

RESULTS

TeamSpirit® 3.0 Voice&Video Engine Embedded was successfully integrated into Wave Home, providing exceptional voice and video performance, combined with low power consumption.

Wave Home is an internet multimedia communication device for a wide variety of activities at home or in the office. When connected to broadband Internet, the Wave Home offers Web surfing, and also supports Internet phone service at home and in the office with VoIP Phone, VoIP Video Phone, SMS/MMS, MMCID/MMRB, live Phonebook sync, and more. Phone calls can be made by using either the internal speaker phone or the wireless handset that also supports a remote controller. Wave Home also features a 1.3M pixel CMOS camera for taking sharp photos that can be instantly presented via the photo viewer. The intelligent Widget provides instant weather, stock and traffic updates, as well as web and multimedia services that users can enjoy without a computer since the device is connected to broadband internet. The device has successfully passed numerous KT IOT¹/BMT² tests, in many respects thanks to mature SPiRiT technologies and comprehensive integration support. SPiRiT voice and video processing solution has become a de facto VoIP standard in South Korea, used by major telecommunication operators in the whole range of IP-based services.

TeamSpirit® is fully compliant with major telecom standards to help OEMs to pass test and acceptance procedures required by telecom operators:



CUSTOMER REFERENCE

"iRiver has always been an innovator - both in user features set and design. To keep pace with today's rapidly growing and very demanding personal communication and home entertainment market, we need to work with industry leaders - that's why we have chosen SPiRiT. We would like to emphasize the high quality and excellent integration support we received from SPiRiT."

Justin Hwang, VP Products, Reigncom

SUMMARY

CUSTOMER	CHALLENGE	SOLUTION	RESULTS
Carrier: Korea Telecom OEM: Reigncom Ltd., owner of iRiver brand	To provide Reigncom with high-quality carrier-grade VoIP solution to meet Korea Telecom demands for multimedia terminal devices in context of their SoIP strategy.	TeamSpirit® 3.0 Voice&Video Engine Embedded	TeamSpirit® 3.0 Voice&Video Engine Embedded was successfully integrated into Wave Home, helping the OEM to win attractive carrier-deal. The multimedia terminal demonstrated outstanding results in quality testing done by Korea Telecom.

¹ InterOperability Testing
² BenchMark Testing