

# Leveraging the benefits of VoIP broadband networks



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*Grandstream Networks manufactures innovative, affordable, and high quality IP voice and video products for the worldwide broadband telephony market. The company's solutions are fully compatible with the SIP industry standard, field proven with large and rapidly growing deployed base, and have broad interoperability with the majority of third party SIP products on the market today. Grandstream just released a new line of video surveillance products. CEO David Li: "We leveraged our SIP/VoIP and real-time H.264 video processing technologies, and developed something that is very innovative for the surveillance market."*

Grandstream was incorporated in 2002, when the IP market was still relatively young. "One of the major barriers for a wide adoption of IP technology was the high costs involved. So we thought it would be a good idea to come up with a high quality and high performance device that is also affordable," says Mr. Li, founder of the company. "We were the first to market a commercial quality IP phone under USD 75, which was a direct hit. Grandstream started to ship products in 2003, and became profitable in that same year and we have been ever since. We've had three-digit growth rates since then."

After the initial success in the consumer segment, Grandstream branched out to adjacent markets. Today the company also covers the enterprise and SMB markets for IP voice and video solutions. All of the products and solutions are designed to fully leverage the benefits of VoIP broadband networks. Each portfolio is based on SIP standard and is feature rich, supporting both traditional and advanced features. The products also support a broad range of voice codecs, and are easy to manage through web-based GUI interfaces.

In April 2009 Grandstream released its new line of SIP based H.264 IP video

surveillance products, aimed at serving the system integrators and professional installers market. Mr. Li: "The video surveillance market has been growing very fast these last few years. We'd been watching it for some years. We already had the necessary technology in house because of our other products, so we could leverage our best-in-class SIP/VoIP and market leading real-time H.264 video processing technologies, and develop something that is very innovative for this market."

The increased convergence of SIP/VoIP with IP video surveillance is becoming a new market trend driven by many new IP based applications and growing demand for standard based 2-way audio intercom and monitoring. Grandstream's SIP based H.264 video surveillance products with 2-way audio capability essentially turn each surveillance camera into a Voice-over-IP device that can interop with tens of millions of SIP phones that are already deployed in the market today. This converged solution offering brings many benefits in terms of feature integration, price-performance, return-on-investment, and new value-added IP applications to businesses and service providers. ■



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Innovative IP Voice & Video

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