

Award Description

The Frost & Sullivan Award for Product Innovation of the Year Award is presented each year to the company that has demonstrated excellence in new products and technologies within their industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

Research Methodology

To choose a recipient of this Award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with the market participants and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Companies are then ranked by number of new product launches and new products in development.

Measurement Criteria

In addition to the methodology describe above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in their industry
- Competitive advantage of new product(s) in their industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)

**2006 VoIP Product Innovation of the Year Award
Award Recipient: Hellosoft Inc.**

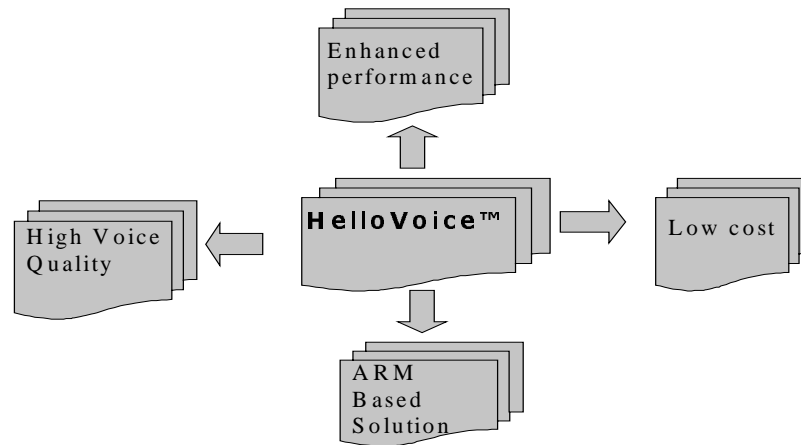
Hellosoft has been adjudged the recipient of 2006 Frost & Sullivan Award for Product Innovation of the Year in the VoIP market for its single and comprehensive solution for the voice quality in cellular segment. Hellosoft’s HelloVoice™ product delivers more functionality in a small package than any other VoIP. They also offer very high performance compared to other VoIP.

Hellosoft is one of the leaders in the Voice over Internet Protocol technology. The company plays a key role in providing VoIP solutions in the cellular phone market. Hellosoft is the first to demonstrate VoIP with just ARM eliminating the use of DSP chipset.

Chart 1.0 shows the features of HelloVoice™

Chart 1.0

VoIP Market: Features of HelloVoice™ as a product (World), 2006



Source: Frost & Sullivan

HelloVoice™ is basically a complete set of SIP Stacks, Media and Codecs that are built with in-house expertise to offer to the cellular phone markets. The in-house development along with the innovation of a complete solution to the cellular market gives Hellosoft the advantage of the most preferred vendor of VoIP as a product. Hellosoft is preferred by the top-line cellular phone companies to license the VoIP technology to be embedded in their phones.

The key features of HelloVoice™ are:

- First to demonstrate on ARM without any DSP Chip
- Complete solution with a set of SIP Stacks, Media, and Codecs.
- Bill of material (BOM) is reduced due to the innovation of complete ARM based product.
- The VoIP solution uses minimal resources within a device to enable other applications to perform better as well.
- Low cost: The solution reduces the costs of the design without affecting the performance. They significantly reduce the component count and enhance the performance.
- Less power is used to transport voice

- By using ARM architecture in the VoIP solution, DSP is freed for multimedia in dual mode phones.

Product Acceptance and Competitive Advantage

The product acceptance of Hellosoft has been very good at the market. The key determinant of this is as below:

- Gaining number 1 position in the VoIP market.
- Quality measurement has been very good when compared to the competitors
- DSP-less solution (key competitive positioning)
- Software becomes cheaper to the customers due to the ARM solution
- Customer sees a significant performance difference due to the free DSP chip

Hellosoft is unmatched when it comes to feature integration, size and analog integrated on-chip.

Value Added Service to Customers

Hellosoft complements their VoIP with world-class design tools that allow customers to easily adopt and integrate with their products. The company offers its customers reference designs, application notes and other documentation to make them use their solutions easily.

Conclusion

The significant features of HelloVoice™ from Hellosoft and its enhancing performance have helped them gain a widespread market acceptance and critical acclaims. The unique features of the product such as the low form factor, small size, low cost, enhanced performance and the market lead they have in terms of being the first and only company in the market with such unique value enhancing products makes Hellosoft a worthy recipient of the 2006 Frost & Sullivan Award for Product Innovation of the Year in the VoIP market.