



8x8, Inc.

W&W Communications Delivers H.264 Codec for Packet8 Tango Video Terminal Adapter

The Packet8 Tango VTA Instantly Turns Any Analog Phone Into a State-of-the-Art Videophone With the H.264 Codec From W&W Communications

SANTA CLARA, Calif., March 20 /PRNewswire/ -- W&W Communications, Inc., the leader in H.264 HD codecs, today announced it has signed a license agreement with 8x8, Inc. (Nasdaq: [EGHT](#)), provider of Packet8 broadband Voice over Internet Protocol (VoIP) and videophone communications services, calling for the incorporation of its H.264 video codec in the new Packet8 Tango Video Terminal Adapter (VTA).

The Packet8 Tango[®] VTA is a one-of-a-kind broadband phone adapter with a built-in LCD screen that turns any regular home phone into a state-of-the-art, full motion videophone. Tango takes the concept of traditional analog terminal adapters (ATAs) one step further with the addition of advanced H.264 video, allowing for significantly better video quality compared to H.263 at the same bandwidth. The low delay H.264 video codec from W&W Communications makes it possible to maintain natural conversations at 30 frames/second CIF or QVGA resolution.

"With the Packet 8 Tango VTA, 8x8 has demonstrated that high quality, user friendly video communication products and services can be offered at a price consumers can afford," said 8x8 Vice President of Marketing & Sales Huw Rees. "The performance and cost-effective implementation of the H.264 video codec solution from W&W Communications was a key factor in the achievement of this milestone."

The H.264 standard produces superior results at lower bit rates compared to older video compression standards, including MPEG-2 and MPEG-4 video compression standards. However, the significantly higher computational complexity of H.264 poses a major challenge in terms of power and footprint. W&W Communications successfully solved these hurdles with its efficient implementations of the standard for telecommunications applications.

"We are very excited about the launch of the Tango VTA, and proud to be partners with 8x8, Inc.," said Lars Herlitz, CEO of W&W Communications. "Their success is testimony to the commitment we make to our customers in providing them with the best and most cost-effective H.264 solutions in the industry."

About W&W Communications, Inc.

W&W Communications develops video compression software and hardware solutions for video-enabled consumer, professional, enterprise and infrastructure platforms. Its innovative product line includes highly optimized, low-delay, power-efficient, high-definition H.264/MPEG-4 AVC encoders and decoders, as well as multi-format, multi-channel transcoders. The company is headquartered in Santa Clara, CA with offices in Beijing, China and Madrid, Spain. For more information visit <http://www.wwcoms.com>.

About 8x8, Inc.

VoIP (voice over internet protocol) service provider 8x8, Inc. offers internet-based telephony solutions (<http://www.packet8.net/>) for individual residential and business users as well as small to medium sized business organizations. In addition to regular Packet8 VoIP service plans priced as low as \$24.99 per month for unlimited anytime calling to the U.S. and Canada, 8x8 offers the Packet8 Tango Video Terminal Adapter and DV 326 VideoPhone along with accompanying monthly service plans also priced at \$24.99 per month. Packet8 Virtual Office, 8x8's VoIP phone system for small to medium sized businesses, is a hosted PBX solution comprised of powerful business class features. Companies subscribing to Virtual Office pay just \$49.99 per month per extension for enterprise class PBX functionality along with unlimited local and long distance calling in the U.S. and Canada. Packet8 Softalk[™], 8x8's PC-based soft phone client, offers high quality voice and video in- network calling as well as outbound calling to the PSTN. For additional company information, visit 8x8's web site at <http://www.8x8.com/>.