



SPiRiT Voice Enhancement Technology Helps Arima Communications Design its New 3G Phone for O2 Subscribers



Automatic 3G VT AEC was seamlessly integrated into the latest PDA from Arima Communications providing exceptional voice quality on a mobile platform.

INTRODUCTION

Arima Communications, one of the largest handset ODM companies in the world, possesses advanced R&D and manufacturing capabilities in mobile communications and delivers high quality handset designs to the world's top mobile brands. Arima is known for the highest quality of its mobile designs manufactured for Sony Ericsson, LG, iMate, NEC, etc.

CHALLENGES

In the process of manufacturing a new ARM_based PDA phone design for O2, one of the leading 3G service providers in Europe, Arima Communications faced an issue of solving the echo and noise problems to provide superior voice quality. To outperform the competitive solutions, meet the highest expectations of their customer and secure the contract, Arima Communications had to find the best voice processing solution for their innovative mobile product. Locating a solution specifically optimized for mobile platforms and being able to meet the customer's quality expectations proved to be a challenge.

SOLUTION

SPiRiT recommended its innovative solution called Automatic 3G VT AEC, aimed to eliminate acoustic echo in mobile communications over 3G networks and to provide full duplex conversation in video telephony applications. After exhaustive testing procedures, Arima Communications selected the SPiRiT solution as the most robust and reliable voice enhancing product available for mobile applications.

SPiRiT Automatic 3G VT AEC is a complete solution which secures full-duplex, echo and noise free voice for video telephony applications, eliminates noise, suppresses residual echo, adjusts speaker and microphone levels, and generates comfort noise to avoid the disconnected line effect. Thoroughly automated, SPiRiT AEC significantly reduces time-to-market and costs of migration to new handset designs for the mobile OEMs/ODMs.

RESULTS

SPiRiT Automatic 3G VT AEC was seamlessly integrated into the latest PDA phone design by Arima Communications providing exceptional voice quality, thanks to SPiRiT's outstanding speech processing expertise. The advanced PDA phone design won the contract and was successfully shipped to O2. The phone was a success and enjoyed popularity among a vast community of subscribers in many countries.

■ Robert Lai, Vice President:
"SPiRiT is the only voice engine provider who met our expectations in excellent quality for a mobile device."

CUSTOMER REFERENCE

Robert Lai, Vice President of Arima Communications stated: "When choosing a voice & video processing software for our products, we tested and compared various offerings. I have to admit, only SPiRiT's voice & video solution is specifically optimized for Mobile platforms, while other offerings are mostly optimized for PC only. SPiRiT is the only voice engine provider who met our expectations of excellent quality for a mobile device. As a mobile handset maker, we applaud SPiRiT's professional expertise in creating the most reliable and practical solution, along with their integration support."

SUMMARY

CUSTOMER	CHALLENGE	SOLUTION	RESULTS
Arima Communications	Providing the best possible voice quality for a 3G operator.	Automatic 3G VT AEC with speech enhancement algorithms for superior voice quality.	SPiRiT Automatic 3G VT AEC was seamlessly integrated into the latest PDA design by Arima Communications and shipped to O2.

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