



**Date of Implementation:** January 2006

## 4 million active Paltalk members socialize thanks to SPIRIT technologies



**SPIRIT solution was successfully integrated into Paltalk application, significantly increasing voice quality**

“Paltalk has always been heavily focused on the quality of the user experience. We are looking forward to bringing SPIRIT’s voice quality enhancements to the millions of people in the Paltalk community worldwide.”  
Joel Smernoff,  
President,  
Paltalk

### INTRODUCTION

Paltalk is one of the world’s most popular web-based voice and video communication services, featuring more than 4 million active monthly members in over 140 countries, carrying an excess of 8 billion voice minutes annually. Paltalk was the first to offer instant messenger with free voice capabilities in January of 1999.

### CHALLENGES

Paltalk is able to serve a great number of users simultaneously. Therefore, to guarantee high quality service for such traffic the most reliable conferencing system is required. Along with a powerful server infrastructure, there is a need for the highest quality voice and video processing solution. Simultaneous, real-time communication of multiple users is Paltalk’s key differentiator as a service. In fact, the number of concurrent voice sessions may exceed several hundred, while users are connected via different networks with varying channel characteristics. Paltalk needed a solution where network capacity did not dictate voice quality. Echo, noise, delays and packet loss are all common issues with IP networks that negatively affect voice quality in conferencing environments. For voice and video service providers, these issues can quickly lead to a spoiled user experience and customer churn.

### SOLUTION

Paltalk turned to SPIRIT DSP, a recognized expert in voice processing technologies, to address these voice quality issues. After careful examination, SPIRIT’s full-duplex voice enhancement was chosen to support real-time, multipoint voice chats in Paltalk’s thriving chat rooms.

This full-duplex voice enhancement is an essential part of TeamSpirit® Conferencing Engine which successfully solves all voice processing issues typically encountered with IP networks, and boosts unprecedented resource efficiency, serving up to 5000 concurrent voice connections on a single Intel-based server, without any noticeable degradation of voice quality.

SPIRIT’s full-duplex voice enhancement, integrated into the Paltalk application, provides speech clarity even at the highest network loads, avoiding echo, noise and delays during the conversation. Now, up to 1000 people in the same Paltalk discussion group can enjoy perfect voice quality powered by SPIRIT.

### RESULTS

SPIRIT’s solution was successfully integrated into Paltalk’s service in January 2006, significantly increasing voice quality and user satisfaction. Since then, Paltalk has experienced an exceptional membership growth. Today, Paltalk is one of the world’s most popular online voice and video communication services. Its popular SPIRIT-powered multi-point chat capability has set Paltalk apart from the others, and contributed significantly to the overall success of the service.

### SUMMARY

| CUSTOMER   | CHALLENGE   | SOLUTION   | RESULTS  |
|--|---|--|--|
| Paltalk – one of the world’s most popular voice and video communication services | Securing high quality voice and efficient resource usage in multi-user conferencing | SPIRIT’s award-winning multi-point full-duplex voice enhancement | Voice quality was significantly improved and the number of service-users increased |

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