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USER FRIENDLY SOFTPHONE FOR EFFECTIVE MULTIMEDIA COMMUNICATION

Recent trends have shown rapid adoption of Internet telephony catering to various enterprise segments. Concurrently, a lot of technological advancements are taking place with respect to Internet telephony as well as integrating the technologies in a session initiation protocol (SIP) platform. The industry has also envisioned a lot of emerging communication technologies, which cater to various business segments. Communication increasingly revolves around sharing of everyday life experiences. Employees are becoming increasingly mobile and distributed at present. Communication tools have proliferated and therefore communication and collaboration with coworkers is becoming difficult. An enterprise needs to continuously monitor the proceedings of its employees. The enterprises need to overcome stringent regulatory laws as well as various software and technological challenges to maintain business continuity.

Vancouver-based CounterPath Corporation has addressed the aforementioned issues by coming out with a novel softphone called Bria 2.2. This softphone application from CounterPath allows users to enjoy multimedia communications in a dynamic way. It has an intuitive interface that helps in providing seamless service to the users. Bria is expanding the softphone experience by making it even easier to make voice over Internet protocol (VoIP) and video over IP calls. Bria features a contact-centric interface, which focuses enterprises to manage their communications more conveniently.

Bria is built on the same SIP-based platform and supports SIP for instant messaging (IM) and presence leveraging extensions (SIMPLE) for IM and presence management. It includes signaling and media encryption security features and a wide variety of codec's. Bria 2.2 boasts an easy-to-use interface, which is focused around a user's address book. Bria's contact-centric interface gives the individual many ways to make, receive, and manage calls and instant messages. Bria 2.2 combines voice and video calling, IM, and presence management in a visually appealing and versatile desktop communications application.

Bria 2.2 is designed to meet accessibility standards and to support multiple languages. Bria's new skinning engine provides service providers and original equipment manufacturers (OEMs) with increased options to create customized skins. Users will also be able to change the look and feel of the communicator at runtime.

Bria 2.2 introduces a number of new usability and customization features to the CounterPath Multimedia Communicator product suite and enables service providers and OEMs to present a highly flexible, user-friendly VoIP solution for consumer markets. Counterpath's unique Software Development Kit enables third parties to build their own application, which enables seamless connectivity across the network.

Talking to *Technical Insights* Jason Fischl, chief technology officer of CounterPath said, "Built on the same reliable SIP-based platform, Bria 2.0 enhances the end-user experience by enabling communication over voice, video and IM intuitively based on personal preference." CounterPath's technology is deployed by over 250 customers in more than 50 countries. CounterPath Corporation has collaborations with Columbia University and has 20 patents to its credit.

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