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FOR IMMEDIATE RELEASE

XipLink Launches Hub Optimizations

Allows rapid deployment from Hub Site with significant bandwidth reduction benefits

March 16, 2010 – Today XipLink, the technology leader in wireless optimization, announced new hub optimizations that will further increase the end user's web experience as well as improving overall bandwidth savings for network operators. Implemented in XipLink's XA-30K optimization appliance, these new hub optimization capabilities combine new XiPix™ lossy web image compression and advanced HTTP compression that operate on a standalone basis or augment bracketed installations of XipLink's XipOS™ optimization software.

XiPix™ – Lossy Web Image Compression

XiPix™ is a hub-based capability that automatically transforms images from higher resolution to smaller file sizes and lower resolution images on the fly, dramatically saving capacity with only a minor impact on the user experience. The process is nearly transparent to the end user and can be used either in bracketed deployments for full optimization, or as part of Hub Deployment Features.

The quality setting levels are configurable by the operator and while it is almost visually undetectable when XiPix™ is enabled, the bandwidth savings are considerable. In addition, while the XiPix™ technology is a hub-optimized capability it can work in conjunction with other advanced XipOS™ bandwidth saving and utilization maximization techniques including streaming compression and dynamic web caches.

HTTP Compression

XipLink's HTTP (lossless) compression automatically compresses web sites using HTTP compression standards with decompression being done by the web browser. All modern browsers support HTTP Compression, but it is often not enabled on web servers, presenting an easy opportunity to compress the data for traversal over the wireless network. A compression ratio of 1.5 is typical for web browsing, which represents significant savings. For instance, with these ratios a service provider could support 3 customers with the same capacity that formerly supported 2 customers prior to the Hub Optimization features. In addition, because less bandwidth is transferred, web pages appear faster improving overall end user experience.

The explosion in wireless Internet usage has created an insatiable demand for bandwidth and capacity. The XipLink hub optimization advancements answer this demand by offering further capabilities for network operators looking to reduce operating expenses, as well as wireless network users that simply want to increased user performance.

“These new optimization strategies represent sizeable advancements in cost efficiencies and performance for network operators and end users alike,” said Charlie Younghusband, Senior Vice President of Product Development for XipLink. “Combining this technology with our industry leading optimization software and appliances marks another leap forward in the optimization industry overall.”

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About XipLink, Inc.

XipLink is the technology leader in wireless optimization using standards based SCPS protocol acceleration, streaming data compression and Internet optimizations to deliver the maximum capacity over stressed wireless communication links. XipLink is a privately owned company with Headquarters in Montreal, Quebec and Sales and Marketing offices in Washington, DC. For more information visit www.xiplink.com

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