



Success Story
 Intel® Software Partner Program
 Multi-Core Technology Focus

NHN Focuses on Multi-Core to Improve Phone Functions



"Naver Phone is ready for the new multi-core processor because we are a member of the Intel Software Partner Program and it helped us a lot."

- Gyeong-Ran Lee

Application tools project manager
 PJT planning group of NHN

Challenge:

NHN wanted to ensure a high-quality experience for their phone users by providing more stable video and faster audio functions to increase the quality of their video phone product.

Solution:

NHN obtained development resources and expert advice from the Intel® Software Partner Program to help provide better VoIP service performance, better utilize the Intel multi-core platform, and improve application performance. The final result is an increase in the quality of video, image, and audio processing—which all add up to a better customer experience.

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With product roadmaps, developer communities, sample code, and threading tools, South Korean NHN Corporation improved the audio and video processing performance of its Naver* Phone VoIP telephone application.

NHN Corporation is the top internet company in South Korea. It operates the popular Naver* search engine (www.naver.com), as well as the popular Hangame* multi-player online gaming site (www.hangame.com), and other leading game sites in Korea, China, and Japan. The company also focuses on providing productivity and communication tools to its users, such as web document and image searching, maps, directories, and online marketing and community service resources.

NHN extended its internet communications presence by releasing Naver Phone, a multi-function online phone service that uses VoIP technology. A key feature of Naver Phone is that it provides not only voice capabilities but also high quality video and audio. The Open Talk* component of Naver Phone allows the user to play games, study, chat, and even to create a chat group by theme so that all the users in the group can join together.

NHN used development resources from the Intel® Software Partner Program to optimize the Naver Phone for multi-core as well as to make their products simpler, all while saving development time.

Using the Intel roadmap, NHN had a firm belief that multi-core processor technology would lead the computing business. The question was how to provide the best performance with the multi-core platform. They participated in the Threading for Multi-Core online developer community through the program. They also downloaded sample threading code that enabled them to more easily optimize their products for multi-core processors, saving them money and valuable development time. For application threading with multi-core processors, NHN used Intel® Threading Analysis Tools, which made debugging and performance tuning easier.



Intel® Software Development Tools

The image and audio performance processing are the most important functions for providing the high quality video phone capability of Naver Phone. NHN knew that fast processing of audio and video was key to a quality customer experience with the product. NHN used the Intel® Integrated Performance Primitives (IPP) library, which is offered by Intel® Software Development products. This greatly increased the speed and performance of image processing and helped the company achieve a high quality video state. NHN also used IPP to mix multi-channel audio sources, in which helped ensure high quality audio performance on Naver Phone.

Taking Advantage of Multi-Core Technology

NHN advises their Naver Phone users to use multi-core technology to get the best quality of service from their phone. Says Gyeong-Ran Lee, application tools project manager of PJT planning group of NHN, "Naver Phone is ready for the new multi-core processor because we are a member of the Intel Software Partner Program and it helped us a lot."

NHN knew that to achieve its goals for the Naver Phone, it had to have the flawless video and audio processing capabilities that today's tech-savvy customers have come to expect. The company achieved these optimization goals in less time and less cost using the tools and resources it accessed as a member of the Intel Software Partner Program.

About the Intel® Software Partner Program

The Intel® Software Partner Program provides a framework for collaborative solution development around Intel architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities.

Success Story by:

