

PRESS RELEASE

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ASC to Introduce New Quality Monitoring and VoIP Recording Solutions at Gitex in Dubai

**Dubai International Convention and Exhibition Center, German Pavilion,
Zabeel Hall, booth # E31**

Hoesbach/Germany, September 24, 2009 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its new quality monitoring solution, *INSPIRATION_{pro} 9.0*, and its VoIP recording solution, *EVO_{ip} 9.0*, at Gitex Technology Week in Dubai, United Arab Emirates, on October 18-22, 2009. The conference, held in the Dubai International Convention and Exhibition Center, will feature more than 3,000 I.T. professionals in 33 international pavilions.

ASC will be exhibiting in the German Pavilion, Zabeel Hall, booth #Z-E3. It will demonstrate new features of *INSPIRATION_{pro} 9.0* including speech analytics, an eLearning module and increased data security. *EVO_{ip} 9.0* offers the same strong security features, integrates with additional IP phone systems, and provides post-compression of recorded calls and screen activities.

Marc Wildner, Director International Sales, of ASC, said, “Our new 9.0 Suite provides crucial support to financial institutions and contact centers because it enhances data security through full industry standard based data encryption to safeguard confidential transactions and protect private information. At the same time, our integration with new IP phones and trading systems makes this capability available to more customers than ever before.”

ASC’s new data protection meets the stringent Payment Card Industry Data Security Standards (PCI DSS). *INSPIRATION_{pro} 9.0* also uses speech analytics to categorize calls for larger organizations with an otherwise unmanageable volume of communications. *EVO_{ip} 9.0* provides post compression of recorded calls to increase channel hour capacity while providing significant savings in power and storage costs by avoiding operation at peak hours.

EVO_{ip} captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. *INSPIRATION_{pro}* helps call center managers learn about their agents’ service level through analysis and evaluation of recorded call data and screen activities. Moreover, its new e-Learning module uses this evaluation to spot the weak points and deliver customized instruction directly to the agent’s desktop, thus creating a loop of continuous learning.



ASC's new generation of solutions also support the use of Citrix software for application virtualization, thus letting contact center managers streamline internal control through central data administration with local access. *EVOip* now works independent of *INSPIRATIONpro*, integrates with the SIP protocol and records up to 280 channels simultaneously, including encrypted communications.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

ASC's software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, *INSPIRATIONpro* reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in Great Britain, France, Poland, Switzerland, the United States, Japan and Singapore as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

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