

PRESS RELEASE

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ASC to Exhibit New VoIP Recording and Quality Monitoring Solutions at UC Expo, London

EVO^{ip} 10.0 and INSPIRATION^{pro} 10.0 Join ASC's Impressive Portfolio

Hoesbach/Germany, March 9, 2010 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its new VoIP recording solution, *EVO^{ip} 10.0* together with its new quality monitoring solution, *INSPIRATION^{pro} 10.0*, at UC Expo, London, England on March 10-11, at the Olympia Exhibition Center.

UC Expo is widely considered to be Great Britain's leading business communications event focusing on collaboration, mobile, visual and voice solutions. More than 100 exhibitions and seminars will be presented for a target audience of IT and telecommunications professionals, system integrators, infrastructure providers and end users.

Mike Murley, Sales Director, ASC telecom UK Ltd., said, "The Unified Communications event provides the ideal arena for ASC to network and engage with other solution providers as well as assisting end users on the proper management and deployment of our VoIP and quality monitoring solutions within their organizations."

ASC's new version of its award-winning VoIP recording software, *EVO^{ip} 10.0*, offers the strictest adherence to security requirements, meeting the payment card industry's PCI DSS standards. Other new features include one-click backup and dynamic enterprise licensing. New and enhanced integrations with Aastra MX ONE and Avaya ACM complement the existing range of integrations with major IPT vendors including Alcatel, Mitel, Siemens, Cisco, 3Com.

EVO^{ip} captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. The software can record encrypted calls, and is entirely software based. Many functions may be accessed directly through the IP phone, such as record-on-demand, start/stop, keep/delete and search-and-replay for recorded calls.

INSPIRATION^{pro} 10.0, ASC's new quality monitoring solution, now facilitates agent evaluations through the recording of coaching sessions. It also allows



complex searches of audio analytics, particularly useful for high-volume call centers with an otherwise unmanageable number of conversations.

INSPIRATION^{pro} helps call center managers learn about their agents' service level through analysis and evaluation of recorded call data and screen activities. Other features include real-time contact between agents and supervisors without the customer's knowledge, and a user-friendly browser-based interface for access from any location.

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, INSPIRATION^{pro} 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, Switzerland, Poland, Middle East, 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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