

PRESS RELEASE

(Hoesbach/Germany, May 12, 2010)



ASC Receives *Unified Communications*[®] Magazine's 2009 Product of the Year Award

VoIP Recording Software EVO_{ip} Recognized for Exceptional Innovation

Hoesbach/Germany, May 12, 2010 — ASC, (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced that [Technology Marketing Corporation](#) (TMC[®]) has named the VoIP recording software EVO_{ip} as a recipient of its 2009 [Unified Communications](#) magazine Product of the Year Award.

"It's an honor to grant ASC with a 2009 Product of the Year Award for EVO_{ip}. ASC has proven their dedication to quality and excellence while supporting the needs in the marketplace," stated [Rich Tehrani](#), CEO, TMC. "We look forward to seeing continued advancement in technology solutions from ASC in the future."

ASC's new version of its VoIP recording solution, EVO_{ip} 10.0, offers the strictest adherence to security requirements, meeting the credit card industry's PCI DSS standards. Other new features include one-click backup, enhanced integrations with Aastra Mx-One and Avaya Communications Manager, and dynamic enterprise licensing.

Guenther Mueller, Chairman and CEO of ASC, said, "ASC is honored to be chosen by Unified Communications magazine and TMC to receive this highly prestigious award. We are particularly proud of the new security features and the broad range of highly integrated VoIP recording solutions, qualities demanded by today's sophisticated management and customers alike."

EVO_{ip} captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. The product can record up to 300 channels simultaneously, including 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 management solution, works together with EVO_{ip} 10.0 on the same server for an enterprise-wide impact. The system provides



business process optimization including speech analytics to enable automatic categorization of recorded calls, a feature essential for larger organizations with an otherwise unmanageable number of communications.

A complete list of Product of the Year Award winners will be published in the March/April 2011 issue of Unified Communications magazine, www.uc-mag.com.

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN](#) magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the [top 3,500](#) in Quantcast's Top U.S. sites, placing TMCnet in the nation's top 3% most visited Web sites.

For more information about TMC, visit www.tmcnet.com

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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 France, Germany, Japan, Poland, Singapore, Switzerland, UA Emirates, UK and USA as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

For more information about ASC, visit www.asctelecom.com

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