

PRESS RELEASE

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ASC to Exhibit VoIP Recording and Quality Management Solutions at Aastra Users Conference in Santa Monica, USA

Hoesbach/Germany, April 29, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will attend the Aastra Users Conference at Loews Santa Monica Beach Hotel, Santa Monica, California on May 1-4, 2011. The company will exhibit its integrated EVO_{ip} Voice-over-IP recording solutions for Aastra as well as its quality management solution, INSPIRATION_{pro}.

The conference will offer networking opportunities in multiple venues; keynote addresses from telephony and industry experts; sessions on new product direction, technology and market trends; panel discussions with Aastra customers; and exhibits from partner vendors providing product demonstrations. ASC, a silver sponsor of the event, will focus on EVO_{ip} for Aastra, a VoIP recording solution certified by Aastra for its MX-ONE platform and its Solidus eCare contact center solution.

Marco Mueller, Executive Vice President of ASC telecom AG, said, “It was a rigorous process to achieve certification from Aastra for our fully integrated VoIP recording solution, but the end result offers assurance to Aastra users who know EVO_{ip} will provide customized features with dependable service. We look forward to networking with other Aastra users in California and demonstrating these capabilities.”

EVO_{ip} for Aastra is a software-only solution designed to capture, store, play back and archive telephone calls from VoIP networks. It handles encrypted conversations, captures both voice and call-index data and records up to 280 concurrent channels per server.

The company will also be demonstrating its quality management solution, INSPIRATION_{pro}. INSPIRATION_{pro} helps contact center managers to learn about their agents’ service level through analysis and evaluation of recorded call data and screen activities. The latest version facilitates agent evaluations through the recording of coaching sessions and allows complex searches of audio analytics.



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 France, Germany, Japan, Poland, Singapore, Switzerland, United Arab Emirates, Great Britain and the United States as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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