

PRESS RELEASE

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ASC to Demonstrate Recording Solution at Avaya EMEA Partner Conference

Only IP Recording System Fully Compatible with Avaya Integral Enterprise

Hoesbach/Germany, September 10, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its new integrated IP Recording Solution for Avaya Integral Enterprise at the 2009 Avaya EMEA Partner Conference at the Melia Castilla in Madrid, Spain, from September 10-12.

The conference will be attended by over 300 principals and directors from Avaya's Enterprise Business Partners and will showcase the latest systems from Avaya and its partners in an "Interactive Solutions Fair." ASC's integrated IP recording system is the only one fully compatible with the new Avaya Integral Enterprise.

Harald Zapp, Chief Operating Officer of ASC, said, "We continuously develop new and update existing integrations to keep pace with new IP communications solutions on the market, one reason why we invest almost 20 percent of our revenues in research & development. Our solution for Avaya Integral Enterprise shows the superior results of this approach."

ASC's software-only recording solution for Avaya offers silent, centralized and active recording. It records more than 200 calls simultaneously, provides a recording planner and offers archiving on DVD, Iomega REV, USB devices or NAS. It provides secure network and web connections as well as fail-safe and fault-tolerant operations.

Agents may alternate between a keep and delete mode at any point during a conversation, and the final selection will determine how the call is treated. For protection of privacy, calls are automatically deleted unless the agent indicates otherwise. This function also enables the preservation of threatening calls in full at any point during the conversation.

In addition to Avaya Integral Enterprise, ASC offers recording solutions compatible with the Avaya Communications Manager and IP Trade environments. ASC's TDM solutions for Avaya include MARATHON EVOLUTION, MARATHON EVOLUTION XXL and MARATHON EVO^{lite}. These systems also use CTI to preserve additional call-index data such as call direction, agent ID and third-party phone numbers.



About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital 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, obtain legal protection and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations; therefore, ASC provides an important contribution to public safety.

ASC solutions are innovative. They include workforce optimization, e-learning and e-coaching, and dynamically adapt to the rising demands of organizations across all industries and sizes. Due to their open architecture, they seamlessly integrate into any IT and communications environment. This provides investment protection since time and costs for implementation are reduced to a minimum.

ASC software is multi-tenancy capable. Customers obtain communications services from a provider like "water from a tap" -- on demand, as required, and with maximum flexibility. In such an on-demand scenario, customers benefit from a sophisticated communications recording and analyzing platform without financial pre-investments. The multi-tenancy capability of ASC's solutions gives service providers the opportunity to open up new business sectors.

ASC is continuously improving the functionality, usability and interoperability of its solutions. Every year, about one-fifth of revenues are re-invested in research and development. The company, founded in 1964, with headquarters in Hoesbach, Germany, provides a global partner and service network. With subsidiaries in Great Britain, France, Switzerland, the United States, Japan and Singapore, as well as certified distribution partners, ASC is active in more than 60 countries. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

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