

# PRESS RELEASE

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## ASC Presents Next-Generation Communications Recording Solutions at BAPCO

**VoIP Recording EVO*ip* and MARATHON EVOLUTION Suite Version 7  
to be Announced at BAPCO Public Safety Exhibition**

*Hoesbach/Germany, April 16, 2007* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, is presenting new versions of its MARATHON EVOLUTION and EVO*ip* solutions at a leading forum for public safety communications and information technology, sponsored by the British Association of Public Safety Communications Officers (BAPCO). The event is being held in London, England, from April 25 to April 26, and ASC's subsidiary, ASC telecom UK Limited, will exhibit and demonstrate the product at booth # 550.

The new version of MARATHON EVOLUTION 7.0 will contain several new features added especially for the public safety market, including automatic database backup for enhanced system security as well as a centralized visual alarm management. EVO*ip* for Linux Version 7.0 offers VoIP integrations with even more IP vendors than before and provides recording of secure and encrypted calls for proprietary Cisco and AVAYA solutions.

Michael Sauer, Vice President of Operations at ASC, said, "Fast and accurate retrieval of information and product reliability often means the difference between life and death in emergency situations. Our new MARATHON EVOLUTION and EVO*ip* features meet these critical requirements."

In public safety organizations, voice recording plays an integral role in the protection of people and property. The fail-safe nature of automatic database backup ensures preservation of calls without any chance of human error. This feature may prove essential for later police investigations or legal requirements.

Moreover, ASC's recording solutions integrate with most dispatch systems as well as analog and digital voice networks. The company continually improves its user-friendly, intuitive interfaces so dispatchers can focus on distressed callers.

Mike Murley, Sales Director of ASC telecom UK Limited concluded, "ASC provides customer-centric products that are essentially transparent for user operation. This characteristic is especially useful for public safety recording where time is of the essence."

### **About BAPCO**

The BAPCO annual international conference has achieved worldwide recognition as a unique multi-agency forum for all professionals involved in public safety.



From April 25 to April 26, the BAPCO conference will explore how technology, either current or emerging, will improve the sharing of information that is so vital to improving public safety/civil contingency services.

Delegates will receive information, support and solutions for the growing number of challenges from the increasing threat of natural disasters and man-made scenarios, to organizational changes that will impact future public assistance.

### **About ASC**

ASC is a leading global provider of innovative solutions that comprehensively record, analyze and evaluate communications.

All multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

By analyzing communication structure and content, the performance of employees can be evaluated to foster a continuous improvement process.

“Leadership in technology through innovation” is a guiding principle for the entire organization. Today, the company generates more than 50 percent of its revenues from innovative software solutions.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC’s ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Global alliances, as well as integration and marketing-focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment.

ASC’s management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 percent of revenues are re-invested in research and development.

### **For more information, contact:**

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