



Formula One™ Abu Dhabi Grand Prix Chooses ASC for Communications Recording

**EVO^{ip} to record and analyze VoIP calls
at contact center for Yas Marina Circuit**

Hoesbach/Germany, October 24, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, today announced it will implement its VoIP recording solution EVO^{ip} together with its Partner INSIYABI, at the contact center for the Grand Prix of Abu Dhabi. As of November 2011, all calls will be preserved.

The system will be integrated in the existing IT infrastructure at the contact centre for the YAS Marina Circuit, one of the most technologically advanced courses in the world. Located on a small island in the Persian Gulf facing Abu Dhabi, the circuit was inaugurated in 2009 with the final race of the Formula One™ World Championship.

EVO^{ip}, an entirely software-based solution, captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. It also records encrypted calls, protects customer data by meeting stringent standards from the payment card industry (PCI DSS), and provides access to many functions directly through the IP phone.

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 subsidiaries and sales offices in France, Germany, Poland, Singapore, Switzerland, UA Emirates, UK and USA 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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