

PRESS RELEASE

(Hoesbach/Germany, August 30, 2011)



ASC to Promote VoIP Recording and Quality Management Solutions at Gitex Technology Week

***EVO^{ip}* and *INSPIRATION^{pro}* will be Demonstrated at Germany's National Booth at Key Middle East Conference**

Hoesbach/Germany, August 30th, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will be demonstrating its VoIP recording solution, *EVO^{ip}*, and quality management system, *INSPIRATION^{pro}*, at Gitex Technology Week, Dubai International Convention and Exhibition Center, Dubai, United Arab Emirates, on October 9-13, 2011, at Germany's national booth.

Gitex connects 3,500 international ICT (information and communications technology) vendors with 136,000 industry professionals, helping visitors to identify new products, innovative solutions and consumer trends; find ways to give their business an edge within the market; and discover new contacts and sales channels. ASC's solutions, *EVO^{ip}* for VoIP recording, and *INSPIRATION^{pro}* for quality management, provide powerful features for businesses with multiple locations and complex infrastructures.

Patrick Salg, Director Sales International of ASC, said, "We never miss Gitex Technology Week because it provides unparalleled opportunities for networking with some of the most brilliant minds in our field. Our office in Dubai also keeps us in touch with evolving regional needs."

INSPIRATION^{pro}, ASC's quality management system, helps call center managers 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.

EVO^{ip} is a software-only solution designed to capture, store, search, play back and archive telephone calls from VoIP networks. The latest version handles encrypted conversations and meets the payment card industry's strict PCI DSS security standards.



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, 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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