

PRESS RELEASE

(Hoesbach/Germany, May 30, 2011)



ASC to Exhibit Quality Management Solutions at Middle East Call Center Show

Hoesbach/Germany, May30, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will exhibit its communications recording and quality monitoring solutions at the Middle East Call Center Conference 2011 in Dubai, United Arab Emirates on May 31 to June 1, 2011.

The conference, widely considered the premier industry event in the region, is aimed at key decision makers and influencers in both strategic and operational aspects of call centers, and focuses on today's "customer-driven" environment. ASC's products, *EVOi_q* for VoIP recording, *INSPIRATION_{pro}* for quality management and *MARATHON EVOLUTION* for communications recording, provide sophisticated features for any-sized call center.

Patrick Salg, Director Sales International of ASC telecom AG, said, "Our company continues to focus on the Middle East due to the phenomenal growth opportunities in the region, and we established an office in Dubai last year to facilitate customer service and technical support for our clients. We look forward to participating in MECC every year because it provides an excellent forum to learn and communicate the latest call center innovations."

Patrick Salg went on to briefly describe the solutions ASC will be demonstrating. *EVOi_q* is a software-only solution designed to capture, store, play back and archive telephone calls from VoIP networks. It handles encrypted conversations, and the latest version meets the payment card industry's strict PCI DSS security standards.

INSPIRATION_{pro} 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.

MARATHON EVOLUTION, the world's first Linux-based communications recording solution, captures customer interactions by voice, fax, VoIP, e-mail and desktop computer activity. Its layered architecture and modular design facilitate integration with existing infrastructure, and it offers stand-alone recording or connection to a central server for companies with multiple locations.



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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