

PRESS RELEASE

(Hoesbach/Germany, April 2, 2009)



ASC's EVO^{ip} 8.1 Receives 2008 Product of the Year Award

VoIP Recording Solution Recognized for Outstanding Innovation by Unified Communications[®] Magazine

Hoesbach/Germany, April 2, 2009 — ASC, a leading global provider of innovative solutions to record, analyze and evaluate communications, today announces that Technology Marketing Corporation's (TMC[®]) *Unified Communications* magazine (www.uc-mag.com) has given the 2008 Product of the Year Award to EVO^{ip} 8.1.

EVO^{ip}, an entirely software-based VoIP recording solution, captures all electronic customer interactions. It seamlessly integrates into customer's existing infrastructure from single site systems to complex solutions for an organization with different physical or even virtual sites. By embedding unified communications capabilities into business applications, EVO^{ip} helps companies of all sizes to improve customer interactions and ensure continued loyalty.

Guenther Mueller, Chairman & CEO of ASC, said, "ASC is honored to be chosen in these highly competitive awards. Our solutions are continually refined by some of the best engineers in the business, and by investing almost 20 percent of our revenues in research & development. This ensures continuous improvements and important innovations in our entire product line."

Starting with version 8.1, customers can use ASC's VoIP recording solution EVO^{ip} and quality monitoring solution INSPIRATION^{pro} on one server.

The ASC approach offers users the full feature set of both products in an all-in-one solution. It represents the next step towards implementation of a single server architecture and a major step towards the reduction of complexity in administration and configuration for the whole product suite.

EVO^{ip} 8.1 also executes VoIP recording using SIP for real-time call tagging and enhanced search-and-replay without the need for a CTI server.

“ASC has proven its commitment to quality and excellence while addressing real needs in the marketplace. *Unified Communications* is pleased to grant the 2008 Product of the Year Award to their EVO^{ip} 8.1,” said Rich Tehrani, TMC President and Editor-in-Chief of *Unified Communications* magazine. “We’re proud to honor their hard work and accomplishments and look forward to more innovative solutions from ASC in the future.”

A full list of Product of the Year winners will be published in the March/April 2009 issue of *Unified Communications* magazine, www.uc-mag.com.

For more information about TMC, please visit www.tmcnet.com.

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, achieve a higher level of legal security 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 whereas 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 represented in more than 60

countries worldwide. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

About *Unified Communications* magazine

Launched in July 2007, *Unified Communications* magazine is devoted to educating enterprise decision makers on why and how they need to deploy unified communications (UC) solutions. Every issue of *Unified Communications* magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an 'industry' section, featuring analysis of important mergers and acquisition, partnerships and a Wall Street perspective on the unified communications market. *Unified Communications* has a readership of 100,000. For more information, please visit www.uc-mag.com.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. Ranked 2,724 by Quantcast, TMCnet is in the top .03% most visited Web sites in the US. In addition, TMC produces [ITEXPO](#), [4GWE Conference](#), [Digium|Asterisk World](#) and Communications Developer Conference.

TMC also recently launched new industry-specific Web sites: [IT.TMCnet.com](#), [Cable.TMCnet.com](#), [Robotics.TMCnet.com](#), [Satellite.TMCnet.com](#), [Green.TMCnet.com](#).

For more information about TMC, visit www.tmcnet.com.

For more information, contact:

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany
Contact: Katrin Henkel, PR & Communications
Phone: +49 6021 5001-264
Fax: +49 6021 5001-310
E-Mail k.henkel@asc.de
Internet www.asctelecom.com

TMC Contact:

Jan Pierret
203-852-6800, ext. 228
jpierret@tmcnet.com

###