

PRESS RELEASE

(Hoesbach/Germany, December 3, 2009)



ASC to Establish New Subsidiary in Saarbrücken, Germany

- **Additional ASC research & development center**
- **25 new jobs for highly qualified I.T. specialists**
- **Collaboration in creative environment with international research facilities**

Hoesbach/Germany, December 3, 2009 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, today announced the formation of ASC Software Solutions GmbH, a newly established subsidiary in Saarbrücken, Germany. The company will develop business process optimization software for ASC telecom AG and will generate 20 to 25 new jobs for highly qualified I.T. specialists. The new subsidiary will expand ASC's research and development capacity and reinforce its steady growth.

ASC Software Solutions will start business operations on January 1, 2010 and will be led by Ludwig Kuhn who has been appointed Managing Director. He studied information science, philosophy and information technology (MA) at Saarland University. Subsequently, he taught at the university and worked as an executive tutor. Ludwig Kuhn gained experience of more than 15 years as Managing Director of several successful software companies, most recently at EUROKEY Software GmbH.

“Saarbrücken is the ideal location for our new high-tech subsidiary,” said Guenther Mueller, Chairman & CEO of ASC telecom AG. “We already collaborate extensively with contacts from Saarland University and the University of Applied Science of Saarland and will now gain greater access to their highly qualified graduates.”

Mr. Mueller noted that leading international research facilities, including DFKI (German research center for artificial intelligence) and the Max Planck Institute for Information Science, are located in Saarbrücken as well.

Ludwig Kuhn, the new Managing Director of ASC Software Solutions, added, “We will research the capture and analysis of unstructured data in phone calls, screen activities and video recordings through state-of-the-art technology, developed and tested in close cooperation with internationally recognized facilities in Saarland. For example, voice recordings can now be transcribed and delivered to many applications for subsequent processing.”



ASC telecom AG and ASC Software Solutions will strive to develop innovative speech technology for improved service quality and optimized processes in all business sectors. The integrated analysis of customer interactions lets clients significantly increase their process efficiency and therefore guarantees improved customer service and competitive outcomes. Companies achieve differentiation through increased foresight and more targeted, pro-active service.

The capability to integrate systems for Customer Relationship Management (CRM), Workforce Management (WFM), Business Processes Management (BPM) and Business Intelligence is nearly unlimited because of their flexible interfaces. ASC develops and delivers these integrated products for different markets, including contact centers, financial institutions, airports and public safety organizations, and adapts them to meet customer requirements.

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 Great Britain, France, Poland, Switzerland, the United States, Japan and Singapore as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

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