

PRESS RELEASE

(Hoesbach/Germany, July 07, 2010)



ASC Receives 2009 Communications Solutions Product of the Year Award

INSPIRATION^{pro} Recognized for Outstanding Innovation



Hoesbach, Germany, July 07, 2010 – ASC

(www.asctelecom.com), a leading provider of innovative solutions to record, analyze and evaluate communications, announced today that [Technology Marketing Corporation](#) (TMC) has named INSPIRATION^{pro} 9.0 as a recipient of a 2009 Communications Solutions Product of the Year Award.

INSPIRATION^{pro} helps contact center managers learn about their agents' service level through analysis and evaluation of recorded call data and screen activities.

"ASC has been recognized with a 2009 Product of the Year Award for their admirable efforts in the advancement of voice and data communications," said Rich Tehrani, CEO, TMC. "INSPIRATION^{pro} has proven benefits for its customers and provides fast ROI for the companies that use it. Congratulations to the entire team at ASC. I look forward to more innovative solutions from them in the coming year."

The Communications Solutions Product of the Year Award recognizes the vision, leadership, and thoroughness that are characteristics of the prestigious award. The most innovative products and services brought to the market from March 2008 through March 2009 were chosen as winners of the Communications Solutions Product of the Year Award.

Guenther Mueller, Chairman and CEO of ASC, said, "We are honored to receive such a prestigious award from TMC; in fact, these awards have become almost an annual occurrence as we continue to invest heavily in research and development."

Mr. Mueller continued by noting the company has just announced an investment of 20 million Euros for research and development of new software solutions for improving service quality and optimizing business processes during the next three years. This includes voice recording, quality management, speech analytics, eLearning and workforce management. Of these, ASC sees the most potential in its software solutions for intelligent speech analysis because it facilitates the identification and fulfillment of customer needs.



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, Poland, Singapore, Switzerland, UA Emirates, UK and USA as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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](#) magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the [top 3,500](#) in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces [ITEXPO](#); [4GWE Conference](#) and [M2M Evolution](#) (in conjunction with Crossfire Media); [Digium|Asterisk World](#) (in conjunction with Digium); and [Smart Grid Summit](#) (in conjunction with Intelligent Communication Partners). TMC serves other communications market segments with the [Cloud Communications Summit](#) (in conjunction with Light and Electric); [CVx ChannelVision Expo](#) (in conjunction with Beka Publishing); and [MSPWorld™](#) (in conjunction with the MSP Alliance).

TMC also serves technology professionals with industry-specific Web sites: [InfoTech Spotlight](#), [4GWE](#), [M2M Evolution.com](#), [Smart-Grid.TMCnet.com](#), [Smart Products Ecosystem](#), [Robotics.TMCnet.com](#), [Cable.TMCnet.com](#), [Satellite Spotlight](#), [Green.TMCnet.com](#), [Healthcare.TMCnet.com](#), [Business Video](#), [Finance.TMC.com](#), [Legal.TMC.com](#) and [Education.TMCnet.com](#).

For more information about TMC, visit www.tmcnet.com or contact: Jan Pierret, Marketing Manager, +1 203-852-6800, ext. 228, jpierret@tmcnet.com

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