

PRESS RELEASE

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ASC to Emphasize VoIP Recording and Quality Monitoring Solutions at Call Centre Expo

Hoesbach/Germany, September 21, 2007 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced its participation at Call Centre Expo, September 26th to 27th, Birmingham National Exhibition Centre, Hall 8, Birmingham, England, booth F01. The company will highlight its VoIP recording and quality monitoring solutions.

The Expo is billed as Europe's number one event for customer contact solutions. Harald Zapp, ASC's new chief operations officer, will attend the show with Mike Murley, the head of the company's UK subsidiary since July 2006.

Harald Zapp said, "Our advanced solutions gather and analyze data to foster more comprehensive knowledge, and thus improvement, of company operations. That's one reason why our VoIP recording and quality monitoring systems are preferred in call centers, financial institutions and other mission-critical environments."

VoIP recording, based on ASC's award-winning software solution, *EVO_{ip}*, captures telephone calls from the network using both active and passive solutions to store, play back and archive the entire interaction.

Quality monitoring systems include the versatile *INSPIRATION_{pro}*, a user-friendly, browser-based software system designed to evaluate and analyze phone calls and screen activity. New advanced options let companies start recording based on any event on the agent's desktop, analyze the content of recorded calls through speech analytics, and obtain immediate customer feedback.

Specially for mid-size and smaller companies, ASC combines *INSPIRATION_{compact}* and *MARATHON EVO_{lite}* in a new integrated quality monitoring solution. This compact tool for small and medium-sized contact centers improves customer satisfaction through systematic evaluation of the entire agent interaction. As a result, the contact center will be prepared for increased demand in quality and service.

Harald Zapp and Mike Murley will also discuss specific projects with advanced business intelligence applications, including keyword spotting. This feature allows search-and-retrieval of recorded calls based on any selected word or phrase.

ASC is continuing to develop speech analytics solutions for hosted environments, in an alliance with D&S Solutions, European Media Laboratory and Xtramind



Technologies. This new deployment will provide automated analysis and evaluation of calls in contact centers. The new technology will be announced at the same time as the introduction of INSPIRATIONpro 8.0 in November 2007.

INSPIRATIONpro 8.0 will also begin a new era for ASC because its "On-Demand Services" will address the worldwide growth of service providing through multi-client capability and scalability in transaction and storage capacities. These services will eventually be extended to the entire range of software products.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications.

With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

By analyzing communication structure and content, the performance of employees may be evaluated to foster a continuous improvement process.

"Leadership in technology through innovation" is a guiding principle that perfectly describes ASC's current scope of activities. Today, the company generates more than 50 percent of its revenues with innovative software solutions.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC's ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Global alliances, as well as integration and marketing-focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment.

ASC's management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 percent of revenues are re-invested in research and development.

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