

PRESS RELEASE

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ASC to Demonstrate New Quality Monitoring Solution at Call Centre Expo, Birmingham

INSPIRATIONpro 8.1 Provides On-Demand Services and Speech Analytics

Hoesbach/Germany, August 1, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its new quality monitoring solution, INSPIRATIONpro, version 8.1, at Call Centre Expo, NEC, Birmingham, Great Britain, on September 16-17, 2008, Hall 9, booth #A17. ASC will especially promote the solution's on-demand services and speech analytics capability.

Now in its 10th year, Call Centre Expo is widely recognized as the top exhibition in Europe for customer contact solutions. This year, they expect over 250 exhibitors to attend and will feature six keynote speakers. Three dedicated solutions theatres will be used to demonstrate a wide variety of systems providing unified communications, automated call center functions and Voice-over IP.

Harald Zapp, Chief Operating Officer of ASC, said, "We are proud to participate and introduce our new quality monitoring solution, INSPIRATIONpro 8.1, at such a prestigious forum. In a sense, our on-demand services (ODS) and speech analytics capability complement each other because speech analytics makes the system more powerful and ODS more scalable for any-sized company."

Mr. Zapp went on to describe how on-demand services represent a revolutionary new concept for product delivery. Without investing in expensive infrastructure, smaller companies can choose only the functions they need, like "water from a tap." By decoupling the infrastructure from the services it provides, ASC lets its clients easily update to next-generation solutions or add new features as their company grows.

Speech analytics offers unique capabilities for any company with a large volume of incoming communications. It enables keyword spotting through audio recognition, and data mining through transcription (conversion of audio into written text). Speech analytics enables automatic categorization of calls, provides critical business intelligence and makes every single word of a conversation searchable.

Mike Murley, Sales Director of ASC telecom UK, added, "Starting with version 8.1, customers also can use INSPIRATIONpro and ASC's VoIP recording solution EVOip Server Software for Windows on one server. This holistic approach offers users the full feature set of both products in an all-in-one solution. This represents



the next step towards ASC's implementation of a single server architecture and a major step towards the reduction of complexity in administration and configuration for the whole product suite."

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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