



PRESS RELEASE

(Hoesbach/Germany, July 18, 2008)

ASC and Integrity Voiced Jointly Invite for South African Roadshow

Two Unique Forums to Introduce ASC's Communications Recording and Quality Monitoring Solutions

Hoesbach/Germany, July 18, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, and Integrity Voiced, its partner firm in South Africa today announced, they will jointly present and demonstrate ASC's communications recording and quality monitoring solutions in a unique roadshow format. The events will take place at the Michelangelo Hotel, L'incontro Room, in Sandton, South Africa, on July 22, 2008; and at the Commodore Hotel, America's Cup Room, in Cape Town, South Africa, on July 24, 2008.

A unique showcase, the ASC Roadshow will feature innovations in the call recording and quality monitoring market for contact centers, financial institutions and public safety organizations. It will focus on four areas, 1) Voice over IP recording solutions for pure and hybrid IP environments, 2) quality monitoring for systematic evaluation and analysis of the entire communications process, 3) threat-call recording to track malicious calls, and 4) speech processing with automated content analysis for organizations with a large volume of incoming communications.

Patrick Salg, Director Sales International of ASC, said, "Our South African Roadshow lets us provide a comprehensive introduction to our most sophisticated solutions in a rapidly expanding market. Integrity Voiced represents an ideal partner for this effort because of its experience in South Africa as well as its ability to help new clients integrate communications recording and quality monitoring into their overall I.T. infrastructure."

The Roadshow will provide presentations and demonstrations of ASC's latest call recording suite, MARATHON EVOLUTION / EVO^{ip} 8.0, and its quality monitoring solution, INSPIRATION^{pro} 8.0, in a three-hour session including a welcome time, a general introduction and a question-and-answer period.

MARATHON EVOLUTION records customer interactions for four to thousands of channels, with a minimum online storage of 15,000 hours. Calls may be played back over LAN/WAN connections and archived to redundant, removable media.



EVOip, an entirely software-based solution, captures telephone calls from the network, records encrypted calls and recognizes the common SIP protocol. Many recording functions may be controlled by pressing a button on the IP phone.

INSPIRATIONpro helps call center managers learn about their agents' service level and thus fosters a continuous improvement process. It supports keyword spotting for detailed analysis of recorded calls by using a sophisticated transcription and speech mining capability.

About Integrity Voiced

IntegrITy Voiced Pty Ltd is a privately owned and financed company. A supplier of specialist communications and electronic equipment to Service Providers; Public Safety, Corporations, Local Authorities, Trading Banks and Re-sellers throughout Africa.

IntegrITy Voiced provides sales, training, support, service and maintenance facilities. IntegrITy Voiced regards the attainment of BEE objectives as mission-critical to the future growth and prosperity of the company and the South African ICT sector as a whole. IntegrITy Voiced has adopted a focused approach, supported by sound policies and processes to ensure a sustainable and credible strategy to achieve successful empowerment. "It is our vision to be the leading supplier of professional communications providing excellence in quality products, sales support and customer service. We will achieve this through commitment to our customers' confidentiality, immediate quality response to enquiries, attention to detail and optimum solutions. We are dedicated to build and maintain ongoing relationships with our customers to the highest level of integrity to ensure long term growth, profitability and value".

Solutions offered include: Voice recording for VOIP, TDM and Hybrid configurations and Quality Assurance Development; Headsets, Routers, Switches, Metro-E, NMS, Transmission, VPN, Monitoring.

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, obtain legal protection 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 since 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 active in more than 60 countries. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC’s solutions in virtually every IT infrastructure.

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