

# PRESS RELEASE

(Hoesbach/Germany, January 12, 2007)



## **ASC Receives INTERNET TELEPHONY® Magazine's 2006 Product of the Year Award**

### **EVO<sup>ip</sup> for Windows Recognized for Outstanding Innovation**

Hoesbach/Germany, January 12, 2007 – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions that comprehensively record, analyze and evaluate communications, announced today that Technology Marketing Corporation (TMC®)'s INTERNET TELEPHONY magazine ([www.itmag.com](http://www.itmag.com)) has named EVO<sup>ip</sup> for Windows as a recipient of a 2006 Product of the Year Award. INTERNET TELEPHONY has been the "VoIP Authority Since 1998.™"

EVO<sup>ip</sup> for Windows, an entirely software-based solution, captures telephone calls from the network and allows storage, archiving and playback of the entire interaction. The state-of-the-art product provides maximum flexibility, scalability, and ease of integration and installation.

"We are proud of this award because it validates our emphasis on creating innovative products through research and development. ASC currently generates more than 50 percent of its revenues with trend-setting software solutions, and complex customer projects are the focus of today's activities," said Michael Sauer, Vice President Operations of ASC.

EVO<sup>ip</sup> with its innovative layered architecture is designed to meet all market requirements and supports all major IP vendors. ASC's VoIP recording solution comprises two key components: EVO<sup>ip</sup> is a totally vendor-independent "sniffing" VoIP solution, built upon the common underlying protocols in all VoIP implementations; thus, it operates in any environment. EVO<sup>ip</sup> active is based on the conference feature of an IP switch and fits perfectly for selective recording or a multi-site environment.

"INTERNET TELEPHONY is proud to bestow ASC with a 2006 Product of the Year Award. Each year INTERNET TELEPHONY magazine recognizes companies that have demonstrated excellence in technological advancement and application refinements," said Rich Tehrani, TMC President and Editor-in-Chief of INTERNET TELEPHONY magazine. "ASC has proven they are committed to quality and excellence while addressing real needs in the marketplace. We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future."



A full list of Product of the Year winners will be published in the February 2007 issue of INTERNET TELEPHONY magazine ([www.itmag.com](http://www.itmag.com)). For more information about TMC and INTERNET TELEPHONY magazine, please visit [www.tmcnet.com](http://www.tmcnet.com).

### **About ASC**

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

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 can be evaluated to foster a continuous improvement process.

With subsidiaries in the United States, the United Kingdom, France, Switzerland, Hong Kong and Singapore, and certified and powerful distribution partners, ASC's ambitious projects span more than 60 countries. Its global service network guarantees availability and prompt response to client inquiries.

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 turnover is re-invested in research and development.

### **About INTERNET TELEPHONY® magazine**

Since the first issue in February of 1998, INTERNET TELEPHONY is the only magazine that focuses on providing information in IP communications technologies. INTERNET TELEPHONY magazine provides readers with the best information necessary to learn about and purchase the equipment, software, and services. INTERNET TELEPHONY offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs and Miercom. The only BPA-audited publication that's 100% dedicated to providing the highest quality content for the IP communications market, INTERNET TELEPHONY has 55,000 dedicated readers.

### **About TMC**

Technology Marketing Corporation (TMC) publishes four print publications: [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [SIP Magazine](#) and [IMS Magazine](#). [TMCnet](#), TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 2,600 sites in the world by [alexa.com](#)\*, TMCnet serves more than one million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), [The VoIP Developer Conference](#), [VoIP Demo](#), [IMS Expo](#) and [Call Center 2.0 Conference](#). TMCnet.com publishes more than 15 topical online newsletters. For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com). (\*alexa.com is an [amazon.com](#) company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.)

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