

PRESS RELEASE

(Hoesbach/Germany, May 29, 2009)



ASC Receives 2008 Communications Solutions Product of the Year Award

INSPIRATION_{pro} Recognized for Outstanding Innovation

Hoesbach/Germany, May 29, 2009 — ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, announced today that Technology Marketing Corporation (TMC) has named INSPIRATION_{pro} as a winner of the 2008 Communications Solutions Product of the Year Award.

INSPIRATION_{pro} offers the latest technology for workforce optimization through quality monitoring and speech analytics. Quality monitoring solutions improve training and coaching for agents in contact centers, help financial companies meet compliance requirements, and optimize private and public security services in emergency situations.

Speech analytics offers unique capabilities for any company with a lot 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 easy to search.

Harald Zapp, Chief Operating Officer of ASC, said, "We are extremely pleased to receive this Product of the Year Award from TMC, one of the most prestigious organizations in the communications industry. In fact, over the years, our solutions have been repeatedly honored, a testimonial to the insight and vision of our company as well."

"ASC has been recognized with a 2008 Product of the Year Award for their excellence in the advancement of voice, data and/or video communications," said Rich Tehrani, TMC President and Group Editor-in-Chief. "ASC has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments, and look forward to more innovative solutions from them in the future."

The Communications Solutions Product of the Year Award recognizes the vision, the leadership and the attention to the detail that are the hallmarks of this prestigious award. The most innovative products and services brought to market in 2008 were selected as recipients of this year's Communications Solutions Product of the Year Award for their groundbreaking achievement.



The 2008 Communications Solutions Product of the Year Award winners can be found on the [INTERNET TELEPHONY](#) and [Customer Interaction Solutions](#) web sites.

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, achieve a higher level of legal security 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 whereas time and costs for implementation are reduced to a minimum.

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 Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. TMCnet is ranked as 2,921 in Quantcast's Top U.S. Sites placing TMCnet in the top .03% most visited Web sites in the US. In addition, TMC produces [ITEXPO](#), [4GWE Conference](#), [Digium|Asterisk World](#) and Communications Developer Conference. TMC's [Green Blog](#) has been ranked on the "[100 Best Blogs for Those Who Want to Change the World](#)". TMC also recently launched new industry-specific Web sites: [IT.TMCnet.com](#), [Cable.TMCnet.com](#), [Robotics.TMCnet.com](#), [Satellite.TMCnet.com](#), [Green.TMCnet.com](#). New services offered by TMCnet include the [Tech Jobs](#) site, TMCnet [iPhone News](#) and [Facebook connections](#). For more information about TMC, visit [www.tmcnet.com](#).

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