

# PRESS RELEASE

(Hoesbach/Germany, June 9, 2008)



## **ASC to Exhibit at SIFMA 2008 Technology Management Conference in New York**

### **Integrated Communications Recording Solutions for Siemens HiPath Trading and HiPath Trading IP for Financial Institutions**

*Hoesbach/Germany, June 9, 2008* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will exhibit its integrated recording solution for HiPath Trading and HiPath Trading IP at the SIFMA 2008 Technology Management Conference and Exhibit, at the Hilton New York, 1335 Avenue of the Americas, New York City, on June 10-12, 2008, at booth #4127. ASC will present its solutions together with Siemens, who will also exhibit at an adjacent booth.

Run by the Securities Industry and Financial Markets Association (SIFMA), the conference and exhibit will attract 300 vendors and over 7,000 visitors including senior executives responsible for managing communications, data processing, market data, information security, trading-room support, web and internet technology, information systems and other related technology.

Harald Zapp, Chief Operating Officer of ASC, said, “Financial organizations represent one of our key markets, and we are sensitive to their needs for security to protect private information, and redundancy to meet bulk recording requirements, especially to verify transactions and meet government compliance regulations. Our solutions provide the rapid response and reliability to satisfy these needs.”

Call Recording for HiPath TRADING IP, a pure IP-based communications recording system for trading floors, allows playback via touch screen, supports free seating for agents and is compatible with ASC’s VoIP recording software, *EVOip*. Its scalable solution for up to 200 channels per recorder integrates with the Siemens IP-based client turret, “Xpert” former known as “Hector.”

By using ASC’s Recording Interface Application (RIA), Call Recording for HiPath TRADING IP provides CTI integration and call-index data detection without a separate server. The solution registers information from the Master TRADEBOARD and connects RIA to the CTI interface by utilizing the HiPath TRADING protocol (HTE).

Call Recording for HiPath TRADING provides many of the same functions for traditional telephony. It integrates with ASC’s recording solutions, MARATHON



EVOLUTION XXL, MARATHON EVOLUTION and MARATHON EVO<sup>lite</sup>, works with analog or digital interfaces, and allows immediate playback of the most recent call, either by telephone or via turret.

ASC has been designated as an Advanced Partner by the Siemens Enterprise Technology Partner Program. The program provides customers with tailor-made plug-and-play solutions tested and certified for full interoperability with both HiPath Trading and HiPath TRADING IP.

### **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.

### **For more information, contact:**

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