

PRESS RELEASE

(Hoesbach/Germany, February 14, 2008)



ASC's New Recording Solutions Certified by Alcatel-Lucent

Integrated Solution for OmniPCX Enterprise to be Demonstrated at the Alcatel-Lucent Enterprise Forum in Paris

Hoesbach/Germany, February 14, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced the certification of its communications recording solution, MARATHON EVOLUTION, and its VoIP recording solution, EVO*ip*, for use with the Alcatel-Lucent OmniPCX Enterprise.

The new system will be demonstrated at the Alcatel-Lucent Enterprise Forum at Palais des Congr s, Porte Maillot, Paris, France, from February 19-21, 2008, at ASC's booth #J2. The event will feature 60 separate conferences and demonstrations on "The Dynamic Enterprise," a concept designed to showcase the limitless potential for business performance through today's technology.

MARATHON EVOLUTION and EVO*ip* were certified by the Alcatel-Lucent Applications Partner Program after rigorous testing. The OmniPCX Enterprise combines VoIP and traditional telephony for medium and large-sized organizations.

Harald Zapp, Chief Operating Officer of ASC, said, "Alcatel-Lucent plays a key role in the call center market, and our communications recording solutions are now specially designed and tested to fit their proprietary interface for voice recording. Our sophisticated system now offers powerful features for high-end recording solutions in Alcatel-Lucent environments."

One of these key features includes network-wide recording, enabled by the Alcatel-Lucent DR-link (direct recording). The DR-link lets the user connect only one main recording unit at a central site for the recording of several Alcatel-Lucent OmniPCXs anywhere in a homogeneous network, regardless of the physical location.

Other features include 1) the use of Recording Interface Applications (RIAs) to transfer call-index data for fast and efficient searching of archived calls, 2) a dynamic recording mode to activate channels only when needed, thus saving on the number of licenses required, 3) selective recording through rules-based criteria, including user-defined profiles such as the time, day, and incoming or outgoing phone numbers, and 4) operation with analog or digital phones including cordless DECT and IP phones.



ASC offers multiple search-and-replay applications from any location, facilitated by user-friendly browser-based operations through a client PC or by phone.

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:

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany
Contact: Katrin Henkel, PR & Communications
Phone: +49 6021 5001-264
Fax: +49 6021 5001-310
E-mail: k.henkel@asc.de
Internet: www.asctelecom.com