

PRESS RELEASE

(Hoesbach/Germany, October 5th, 2004)



ASC Announces Breakthrough in Data Compression for Communications Recording

MARATHON EVOLUTION Offers Increased Online Storage

Hoesbach/Germany, October 5th, 2004 – ASC (www.asctelecom.com), a leading provider of performance improvement solutions for contact centers, financial institutions, and public safety and government organizations, today announced a new data compression rate of 4.8 kilobits per second for their MARATHON EVOLUTION communications recording systems.

The new rate means 100,000 channel hours per server may be stored online with voice quality superior to competitive solutions.

By increasing online storage, ASC has also lowered hardware and archive costs, increased network capacity, and facilitated the important search-and-retrieval process.

Most liability recording applications typically used in financial institutions or public safety organizations employ total recording for order accuracy or emergency dispatch verification in the short run, and protection from liability on an extended basis. The new compression rate allows expanded instant access during these critical moments and still reduce operating costs.

Volkmar Henkel, Director of New Technologies of ASC, noted, "We are continually striving to reinforce our reputation as the world's best company for call-recording and quality monitoring products. Our improved compression rate represents just one of our many innovations."

ASC also promotes MARATHON EVOLUTION as the world's first Linux-based communications-recording platform. The "open-source" code allows the product to be customized and continually improved. It is optimized for TCP/IP operation, specially designed for SQL databases and secure from hacking or Windows viruses.

ASC recorders capture customer interactions by voice, VoIP, e-mail and desktop computer activity. Their layered architecture makes them easily adapted to the unique communications needs of all organizations interested in a flexible, stable recording platform. The systems offer stand-alone recording or connection to a central server for companies with multiple locations or large-scale operations.



About ASC

ASC is a leading global provider of integrated communications recording and performance improvement solutions for contact centers, financial institutions, and public safety and government organizations. With 40 years experience in the communications industry, ASC has over 20,000 installations in more than 60 countries.

Focused on quality, liability and risk management, ASC's communications recording solutions preserve, evaluate and analyze all customer interactions by telephone (including VoIP), fax, e-mail, web chat / browsing and desktop computer activity in both traditional and Web-based environments.

ASC's quality monitoring solutions improve the performance of contact center agents and the entire customer experience. The browser-based products are easy to access, use and deploy, and increase productivity and customer loyalty while decreasing staff turnover and security risks.

With subsidiary companies in the United States, France, The Netherlands and Switzerland, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Cisco, MITEL, NEC, NextiraOne, Nortel, Siemens and Tenovis, allowing customers to easily implement ASC solutions in almost every environment.

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