

PRESS RELEASE

(Hoesbach/Germany, January 17, 2008)



ASC Receives INTERNET TELEPHONY® Magazine's 10th Annual Product of the Year Award

EVO_{ip}, a VoIP Recording Solution, Recognized for Outstanding Innovation

Hoesbach/Germany, January 17, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, announced today that Technology Marketing Corporation's (TMC®) INTERNET TELEPHONY magazine (www.itmag.com) has named EVO_{ip}, a VoIP recording solution, as a recipient of its 2007 Product of the Year Award. INTERNET TELEPHONY has been the VoIP Authority Since 1998.

EVO_{ip} captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. It is entirely software-based, records encrypted calls, offers keyword spotting (searching for spoken words) and provides adjustable modes for individual, bulk or selective recording.

The latest version, EVO_{ip} 8.0, records up to 280 channels simultaneously with one server and has been certified for compatibility with PBXs from 3Com, Alcatel, Avaya, Cisco, IP Trade, Mitel, Nortel and Siemens. Functions such as start/stop, keep/delete and search-and-replay may be accessed directly through the IP phone. EVO_{ip} 8.0 supports 10 languages and lets the user quantify the number of recordings on a daily, weekly, monthly or quarterly basis.

Harald Zapp, Chief Operating Officer of ASC, said, "We are honored, but not surprised, by our award from INTERNET TELEPHONY. Developing a solution such as EVO_{ip} requires more than superior design. It involves a sustained commitment to research and development, and ASC invests over 15 percent of its revenues in this area. EVO_{ip} 8.0 represents a third or even fourth-generation solution while most of our competitors are still working on their first."

"ASC has proven they are committed to quality and excellence while addressing real needs in the marketplace. INTERNET TELEPHONY is pleased to grant a 2007 Product of the Year Award to EVO_{ip}," said Rich Tehrani, TMC President and Editor-in-Chief of INTERNET TELEPHONY magazine. We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from ASC in the future."

A full list of Product of the Year winners will be published in the February 2008 issue of INTERNET TELEPHONY magazine. (www.itmag.com)

For more information about TMC, please visit www.tmcnet.com.



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.

“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.

About INTERNET TELEPHONY magazine

INTERNET TELEPHONY has been the VoIP Authority since 1998™. Since the first issue in February of 1998, INTERNET TELEPHONY magazine has been providing unbiased views of the complicated converged communications space. INTERNET TELEPHONY offers rich content, from solutions-focused editorial content to reviews on products and services from TMC Labs. INTERNET TELEPHONY magazine has a circulation of 225,000 including pass-along readers. For more information, please visit www.itmag.com.

About TMC

Technology Marketing Corporation (TMC) publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#) 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 6,000 most visited web sites in the world by alexa.com*, TMCnet serves as many as three 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](#), and [Call Center 2.0 Conference](#). For more information about TMC, visit www.tmcnet.com. For more information about TMC, visit 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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