

PRESS RELEASE

(Hoesbach/Germany, February 27, 2007)



ASC Introduces New Integrated Quality Monitoring Solution at CallCenterWorld®

New Software Provides Scalable Solution for Growing Businesses

Hoesbach/Germany, February 27, 2007 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, is presenting a new integrated quality monitoring solution (IQM) for growing businesses at CallCenterWorld®, a leading call center event in Europe. It is being held in Berlin, Germany, from February 27 to March 2, and ASC is exhibiting at booth 4C2.

IQM includes the quality monitoring solution, INSPIRATIONcompact, and provides traditional, IP or hybrid voice recording through MARATHON EVOlite. It is competitively priced for smaller businesses and is easy to use and maintain. Since it is based on the reliable, well-established platform used for INSPIRATIONpro, it can be expanded to include many advanced features offered by that system.

Michael Sauer, Vice President Operations at ASC, said, “ASC’s combination of voice recording and quality monitoring technology into an integrated solution represents a new paradigm for the industry. IQM users will benefit by improving their customer service at an affordable price while retaining the ability to add powerful new features as their company expands.”

INSPIRATIONcompact provides quality monitoring for smaller businesses and supports TDM, IP or hybrid recording for 32 to 60 seats depending on the mode of communication. It stores up to 100,000 hours of recordings online and may be used with bulk or selective recording.

INSPIRATIONcompact provides browser-based playback and includes many of the web applications found in the well-known INSPIRATIONpro solution. It works with Linux-based operating systems and supports the MySQL database.

VoIP recording is based on ASC’s award-winning EVOip solution. The product captures telephone calls from the network, using both active and passive solutions, and enables storage, playback and archiving of the entire interaction. An entirely software-based solution, MARATHON EVOlite is tailored for smaller businesses and lets them preserve all oral communications, often necessary for regulatory compliance or order verification.

IQM may be expanded to add additional channels or seats and include new features such as screen recording. INSPIRATIONcompact may be conveniently upgraded into the higher-end quality monitoring solution, INSPIRATIONpro, to support multi-site support, customer feedback and speech processing.



Other expanded capabilities include the scheduling and distribution of reports, the use of customized report templates, and special interactive programs between agents and supervisors. INSPIRATIONpro may be used for an unlimited number of seats and allows more concurrent recordings and report templates than INSPIRATIONcompact.

About ASC

ASC is a leading global provider of innovative solutions that comprehensively record, analyze and evaluate communications.

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 can be evaluated to foster a continuous improvement process.

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.

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