

PRESS RELEASE

(Hoesbach/Germany, July 25, 2007)



ASC Installs MARATHON EVOLUTION and INSPIRATIONpro at the Public Transportation of Paris

Recording and Quality Monitoring Solutions Provide Passenger Service at RATP Contact Centers

Hoesbach/Germany, July 25, 2007 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced its installation of MARATHON EVOLUTION and INSPIRATIONpro at the Public Transportation of Paris (Regie Autonome des Transports Parisiens (RATP)). The solution provides communications recording and quality monitoring for all agents and supervisors at RATP's contact centers.

RATP is a public service company managing the largest multi-modal network in France with 7.3 million riders per day. Agents at its contact centers handle requests for information, services for the handicapped and complaints as well as emergency situations.

RATP now uses bulk recording to improve agent performance. ASC's solution includes free seating, recording of computer-screen transactions and call-tagging based on agent ACD activity. Recorded calls will also be tracked for security reasons, such as identifying and playing back threat calls.

Eric Arbillot, Contact Center Manager for RATP said, "ASC provided a versatile solution, completely integrated with our pre-existing infrastructure. Its French subsidiary, ASC telecom SASU France, met our manifold requirements with cost control and customer support to guide us every step of the way."

Georges Pradon, General Manager of ASC France, added, "We are pleased with RATP's satisfaction since it demonstrates our ability to meet complex customer demands in a rigorous environment. Ultimately, we are providing a public service by improving the performance of RATP's agents."

The ASC systems are integrated with Alcatel products including PBXs, IVRs and ACDs. The contact centers Championnet and Cours de Vincennes share one multi-site INSPIRATIONpro server.

MARATHON EVOLUTION, an universal communications recorder, preserves all customer interactions for up to thousands of channels. The system may be configured to record, live monitor and archive diverse communications from one location and to provide search and replay capabilities locally or via LAN / WAN, intranets or the Internet. The distributed recording mode connects multiple



recording platforms, departments or locations and automatically transfers the data to a central INTERACTION platform for online access.

INSPIRATION^{pro} provides access to calls through a browser-based interface with flexible templates for evaluation and scoring. The solution uses the industry-standard Crystal Reports, and agents may train by listening to their own calls.

About Public Transportation of Paris (RATP)

The Public Transportation of Paris (Regie Autonome des Transports Parisiens (RATP)) was founded in 1949 and currently supports 45,000 employees. It provides public transportation for 7.3 million riders per day and covers a network of 3,400 kilometers by bus. RATP also runs 31 tramways, 150 trains and 311 subways. The company aims to offer the best service at the best cost.

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.

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