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Azam IT Launches New Voice Recording and Storage System

Software designers and distributors **Azam International Technologies** have launched their new voice recording, dictation and distribution system that, they say, will revolutionise working practice for marketing consultants.

*"Azam isn't just a management tool for recording meetings and calls," says inventor **Andronicos**. "It's also an attention grabber - your words can reach clients internationally in their tens or thousands instantly, either as a simple voice message or attached to a conventional email to bring the visual alive."*

The reaction from marketing professionals has been overwhelmingly positive: **Azam** isn't just a way to manage the relationship, by keeping a record of all communication with the client, it can also improve the service provided. One London consultant gave this example: *"I'm often asked to do market research, with indepth interviews. When I came across **Azam** I thought it would be useful for recording these interviews. And it certainly is - no note-taking, attention firmly focused on the interviewee... What I hadn't thought of was using it for presenting my findings to the client. I inserted edited parts of the recordings into my presentation, and it literally brought it to life. It was much more convincing. Real people speaking real words. The client has commissioned another piece of work, and I am certain **Azam** was partly why."*

Azam allows meetings and face-to-face discussions to be recorded, stored and emailed in whole or in part. Ancillary uses include a voice diary and phone function that records conversations or messages. These too can be edited and emailed. Additionally, a fully functional answer phone system is included.

Users need only have:

*A PC (not yet available for Apple users)
Windows 98, ME, 2000 or later versions
Sound card and Microphone (free with despatched version)
Hard disk space for stored recordings*

The phone recording and answer phone functions require a V92 voice modem (Standard on many new PC systems). For those who need to upgrade, or who have laptops, V92 voice modems are available at leading computer retailers.

The amazing **Azam** can be downloaded **free** from www.azamit.com. It is simple to install and very easy to use. It is free to use for the first 30 days. Thereafter, most users pay a one-off registration fee of just £29.99. Under the Azam Disabilities Initiative (**ADI**) however, users with disabilities qualify for a free copy from any charity (NGO) taking part in the initiative.

Alternatively, a boxed package complete with user manual and quality condenser microphone can be ordered for £49.99. Orders can also be placed through the website at www.azamit.com, or by post from:

Azam IT
PO Box 9
High Wycombe
HP11 2ZQ
England

-ENDS-

Note to Editors:

Azam IT is a UK registered company. Its team includes:

Mike Salter, Managing Director. Mike brings a wealth of management expertise, following a distinguished career as a senior manager in IBM, and as CEO of a US software company.

Azam's inventor, Andronicos is a consultant to the company and will be managing the implementation of ADI. He has been in the IT industry since 1975 working in the UK and the US in various senior management roles. He is also the designer of the patented 'Robin Hood' Charity initiative.

Tony Brett and Steve Perrins head up the technical teams, with Tony responsible for research and development and Steve, chief designer of the Azam product.

Photographs of team members and of the product are available from the press office, pressoffice@azamit.com or online at www.azamit.com

Journalists can download the software **free** now, from: www.azamit.com. Please email the Press Office for a complimentary validation code to remove the 30 day restriction. Journalists will also find many uses from this general purpose PC product. Contact the Press Office on +44 (0) 1494 442055 for general information.

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