

****PRESS RELEASE** PRESS RELEASE** PRESS RELEASE****

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 provide corporate trainers with a powerful new software tool.

*“Azam makes life easier for trainers,” says inventor **Andronicos**. “Reflecting back to how a trainee communicates and interrelates without unnerving them, is one of the greatest challenges for trainers. Doing that within a day to day work situation, without interrupting performance, accentuates the difficulties that trainer’s face. Azam offers them a gentle ear that delivers insights.”*

The reaction from trainers has been overwhelmingly positive as the recording system not only captures knowledge from telephone conversations but also from meetings wherever they are held; in the office, offsite, abroad, anywhere that there is a link to a PC. As one in-house trainer explains, *“telephone recording has been around for some time but this, I believe, is new. We can now listen-in on real life interactions, snippet out the important or telling sections for review purposes and distribute and discuss them online with the individual and managers. Our feedback is more spontaneous and interactive. We’ve had that in every other walk of life, now finally it has come to training. From the trainees perspective they now have the capability to email me sections of meetings in which they require guidance and feedback – it’s 2 way”*.

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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