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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 customer-focused operations in highly competitive service industries, such as travel agents.

*"Azam is attention grabbing," says inventor **Andronicos**. "It uses the power of voice on-line, allowing travel agencies to personally contact existing clients individually or in their tens or hundreds - instantly. A voice message can be sent on its own or attached to a conventional email to bring the visual alive or as a verbal 'thank you' for your business."*

The reaction from travel agents has been overwhelmingly positive as the messaging system introduces a persuasive communication avenue. Travel agents using email to reach their clients find **Azam** voice messages complement visuals in presenting package holidays in particular. Customers also appreciated the personal touch when they heard a brief commentary on the destination of their choice, and a reassuring voice explaining booking and transfer details. It's a low cost alternative to the telephone also for keeping in contact with sister agencies abroad.

**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](http://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](http://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](mailto:pressoffice@azamit.com) or online at [www.azamit.com](http://www.azamit.com)

Journalists can download the software **free** now, from: [www.azamit.com](http://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.

**Email:** [pressoffice@azamit.com](mailto:pressoffice@azamit.com)