



We Really Get IT!

October 10, 2011

AVST CallXpress® 8 Announcement

AVST Showcases Newest Version of Its CallXpress Unified Communications Solution at ACUTA

CallXpress Offers Higher Education Market Ability to Transform Productivity

BOSTON, Mass., October 10, 2011 – This week at the 2011 [ACUTA Fall Seminar](#), Applied Voice & Speech Technologies, Inc. ([AVST](#)) will demonstrate how CallXpress® 8 transforms the productivity of students, staff and faculty. With over 1,000 educational institutions already using CallXpress to stay mobile, increase productivity and improve their overall communications, AVST will draw upon specifics from these experiences to highlight ways to increase business process efficiency, deliver mobility to individuals and cost effectively migrate to next generation unified communications (UC) applications. AVST's unsurpassed infrastructure interoperability is a key attribute for the higher education market, as it enables them to leverage and extend the value of their existing IT landscape – while also maximizing productivity. AVST will be on the show floor in booth 10 at the Boston Park Plaza Hotel in Boston, Mass. from October 9 -11.

With the consumerization of IT, faculty and staff are now bringing their personal mobile devices from home to work and school - and these users have a strong desire to separate personal and business communications, while also expecting full access to campus communications. AVST supports this transformation, by supporting mobile users as effectively as users that are tethered to a desk. [CallXpress](#) 8 offers a variety of mobile friendly features such as [personal assistant](#), [unified messaging](#), mobile number protection, find-me/follow-me for single number reach, [speech](#)-to-text, hands-free/eyes-free speech interface, and [notification](#) to keep faculty and staff connected on the move – regardless of location.

Outdated legacy [voicemail](#) systems are still commonly found at many universities and colleges. AVST will educate attendees on modernizing their IT communications by identifying steps to building an affordable, phased migration from legacy voicemail solutions to next generation unified communications applications, resulting in a strong return on their UC investment.

CallXpress also features powerful Communications-Enabled Business Process (CEBP) solutions, providing colleges and universities with customized applications to increase business efficiency.

Some of these applications include: notifications of school closures, campus events, absences, proactive payment reminders, access to course information, events hotline and click-to-call from a campus directory. These applications allow for automated communications - reducing human latency and increasing productivity.

“Supporting users communicating on the move is a key theme at the ACUTA Fall conference, and CallXpress gives the mobility to do just that – and more,” said Denny Michael, AVST's Vice President of Marketing. “AVST is committed to enlightening higher education administrators about the options available for upgrading to next generation UC applications systems – without having to resort to a daunting ‘rip and replace’ plan. Our technology is a natural fit for ACUTA’s audience.”



ACUTA, which stands for the Association for Information Communications Technology Professionals in Higher Education, is an international non-profit educational association serving colleges and universities. Representing over 1,700 individuals at nearly 750 institutions of higher education with members ranging from small schools and community colleges to the 50 largest U.S. institutions, ACUTA's core purpose is to support higher education institutions in achieving optimal use of communications technologies.

AVST is a corporate affiliate of ACUTA and has been acknowledged for its support of ACUTA's regional and national events over the last six years. For more information about AVST's products for the higher education marketplace, please visit the company's website at www.avst.com.

About AVST

View an all-new 1 minute movie about AVST:

<http://www.youtube.com/watch?v=sSqx3YQ-PNQ>