

# PRESS RELEASE

## For Immediate Release



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### **Noble™ Composer™ from Noble Systems Wins ATA Technovation Award** *Noble Systems is Recognized for Outstanding Innovations in Contact Center Technology Products*

**Atlanta, GA – October 12, 2006:** Noble Systems Corporation, a global leader in innovative contact center technology solutions, has received the **Technovation Award** from the American Teleservices Association for its **Noble™ Composer™** product. The award was presented this week at the ATA's 2006 Annual Convention and Expo.

The ATA recognized Noble Systems in the New Products category for its innovative contact center technology solution. **Noble™ Composer™** is the company's newest Agent Desktop environment, combining Noble's flexible scripting features with an intuitive, graphical interface and WYSIWYG design tools. Noble Composer combines ease-of-use, a highly customizable desktop, fast script development, a shorter learning curve, and flexible third-party application integration.



“Every year the teleservices industry is moving forward. Technology firms and contact centers are coming up with new products and processes to make life easier for teleservices employees,” states Tim Searcy, CEO of the American Teleservices Association. “The **ATA Technovation Awards** program recognizes innovation and fosters a continuing focus on new product development. This year, the ATA awarded both new products and new services judged to be the most effective and influential to the teleservices industry.”

James K. Noble, Jr., President & CEO of Noble Systems, says, “With Noble Composer, our users can create scripts even more efficiently – the intuitive design interface allows managers to write script and to layout agent screens with minimal training time. We are excited to have this product recognized by the ATA – the leading organization supporting the teleservices industry.”

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### **About ATA**

The American Teleservices Association (ATA) represents the call centers, trainers, consultants and equipment suppliers that initiate, facilitate, and generate telephone, Internet, and email sales, service, and support. Call centers offer traditional and interactive services that support the e-commerce revolution, provide specialized customer service for Fortune 500 companies, and generate annual sales of more than \$500 billion. The ATA supports its members' interests through lobbying for teleservices issues, providing advanced professional education opportunities, defending the teleservices industry in the public realm, and acting as the industry's information clearinghouse.

### **About Noble Systems**

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at hundreds of client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble solution includes advanced ACD and predictive dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, NSC is a part of the world's largest teleservices organization, with operations in over 30 countries. For more information, contact Lee Allum, VP Marketing, at 1.888.8NOBLE8 or visit [www.noblesys.com](http://www.noblesys.com).

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