

OrecX Receives 2010 TMC Labs Innovation Award

Oreka TR Honored for Innovation

Chicago, IL, August 31, 2010 — **OrecX** announced today that [Technology Marketing Corporation](#) (TMC), a global, integrated media company, has named **Oreka TR** as a 2010 TMC Labs Innovation Award winner presented by [Customer Interaction Solutions](#) magazine.

"OrecX recording and quality solutions enable call-centers and enterprises the ability to reduce operating costs, add flexibility, and deliver innovative features fast and efficiently," says Bruce Kaskey co-founder of OrecX. "Oreka TR can be installed and up and running in less than one hour at a fraction of the cost of proprietary voice recording systems." "We are proud to partner with TMC Labs and our 65,000 users - proving once again the power of OrecX", adds Mr. Kaskey.

Oreka allows clients to search, find and categorize recordings based on time or date of call, incoming phone number, outgoing phone number or other customer requirements. Oreka TR enhances the [Oreka GPL recorder](#) that runs on all computer operating systems and integrates with any phone system. Access to the calls is provided with standard browsers like Internet Explorer or Mozilla Firefox, without installing any additional software. Replay of calls works with a standard Media Player. Powerful and flexible search criteria allow for immediate and accurate retrieval of required calls.

"**OrecX** has clearly demonstrated to the staff of TMC Labs that **Oreka TR** is truly innovative in the CRM and contact center industries. Oreka TR has made significant contributions in the advancement of this industry," said [Rich Tehrani](#), CEO, TMC. "We're proud to reward this outstanding accomplishment with a TMC Labs Innovation Award this year."

[Tom Keating](#), CTO and TMC Labs editorial director, stated, "OrecX has proven their commitment to quality and the further development of the contact center and CRM industries through its Oreka TR. The Innovation Award exemplifies the best and the most unique products and services that this industry has to offer,"

"Congratulations to OrecX for earning this great honor. I look forward to seeing more innovative solutions from them in the future," Keating added.

The TMC Labs Innovation Award honors products that display innovation, unique features, and significant contributions toward improving communications technology. The TMC Labs Innovation Award is granted to those companies demonstrating ground-breaking contributions to the industry.

The TMC Labs 2010 Innovation Award highlights will be published in the September and October 2010 issues of [Customer Interaction Solutions](#) magazine.

About OrecX

Chicago based OrecX provides open source VoIP call center grade recording solutions at a fraction of the cost of proprietary recording applications. OrecX is the primary developer and sponsor of the Oreka open source call recording project hosted on sourceforge.net (www.oreka.org). More than 65,000 users have downloaded the

open source version of Oreka, which has received accolades from Linux World, Unified Communications Magazine and VON Magazine. More information is available at <http://www.orecx.com/>

About Customer Interaction Solutions

Since 1982, *Customer Interaction Solutions* (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *Customer Interaction Solutions* strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN](#) magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the [top 3,500](#) in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces [ITEXPO](#); [4GWE Conference](#) and [M2M Evolution](#) (in conjunction with Crossfire Media); [Digium|Asterisk World](#) (in conjunction with Digium); and [Smart Grid Summit](#) (in conjunction with Intelligent Communication Partners). TMC serves other communications market segments with the [Cloud Communications Summit](#) (in conjunction with Light and Electric); [CVx ChannelVision Expo](#) (in conjunction with Beka Publishing); and [MSPWorld™](#) (in conjunction with the MSP Alliance).

TMC also serves technology professionals with industry-specific Web sites: [InfoTech Spotlight](#), [4GWE](#), [M2M Evolution.com](#), [Smart-Grid.TMCnet.com](#), [Smart Products Ecosystem](#), [Robotics.TMCnet.com](#), [Cable.TMCnet.com](#), [Satellite Spotlight](#), [Green.TMCnet.com](#), [Healthcare.TMCnet.com](#), [Business Video](#), [Finance.TMC.com](#), [Legal.TMC.com](#) and [Education.TMCnet.com](#).

For more information about TMC, visit www.tmcnet.com.

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