

NovuScript Re-branded as American Dictation



Released on: November 14, 2008, 7:59 am

Press Release Author: [American Dictation Corporation](#)

Industry: [Electronics](#)

Press Release Summary: NovuScript, the leading national retailer of digital dictation, transcription and speech recognition solutions has changed to American Dictation Corporation.



Press Release Body: CARLSBAD -- **NovuScript**, a Carlsbad, California-based national on-line retailer of digital dictation, transcription and speech recognition solutions is now **American Dictation Corporation** as of October 20, 2008. Bret Williams, President and CEO of **American Dictation** explained the change, "Given the fact that we have almost 6,000 customers in all 50 states and all U.S. territories, we felt that the company name and marketing efforts should better reflect the scope of our market."

NovuScript was formed in 2004 as a provider of a Web-based, secure file transfer service for medical transcriptionists. "Very soon we discovered that the **digital dictation** and **transcription** market was being grossly under-served in terms of on-line offerings and technical expertise," said Williams. "Once we began marketing **digital recorders, transcription equipment** and **voice-to-print**

software, we quickly rose to the top of the field." However, explained Williams, the name "NovuScript" became less indicative of the company's offerings. **American Dictation** is a certified dealer of **Olympus, Philips** and **Grundig** professional products, as well as a Gold Certified Partner for the **Dragon NaturallySpeaking** line of speech recognition products from **Nuance**.

Founded and currently operated as a home-based operation in the La Costa area of south Carlsbad, **American Dictation** is a family affair. Cyndi Williams, Bret's wife of 28 years, is the operational manager of the company, while Nick, their second of three sons, is a technical support engineer. "As Web engineers since 1995, we wanted to apply our knowledge of on-line e-commerce to a niche industry," said Cyndi Williams. "It's been our good fortune to be able to work out of our home, yet help so many people discover the benefits and efficiencies of today's **digital dictation technology**."

American Dictation ships their products from four different distribution centers, located in Phoenix, Detroit, Atlanta and Palm Beach, Florida. By drop-shipping products, **American Dictation** is able to keep inventory costs very low while still being able to provide same-day shipping to their customers. "We supply some of the largest hospitals and law firms in the USA, as well as individuals, small firms and home-based transcriptionists." **American Dictation Corporation** also provides complete technical support via remote computer access. Said Nick Williams, "we can quickly connect to any customer's computer and help them solve technical issues immediately rather than depending on expensive on-site visits." Remote technical support further enables **American Dictation** to serve customers far beyond the Carlsbad area. "We've been fortunate to provide products and support to a widely diverse clientele that includes the FBI, State Department, state and local governments, schools, universities, as well as thousands in the private sector."

Bret Williams said that revenues for 2008, despite economic concerns, should still exceed those of 2007. "We have to continue working to reach our target market," he commented, "That's one reason we spent several months and thousands of dollars re-branding our company."

The new American Dictation Web site can be found at www.AmericanDictation.com.

Web Site: <http://www.AmericanDictation.com>

Contact Details: American Dictation Corporation
7446 Trigo Ln
Carlsbad, CA 92009

866-408-1383 toll free
760-230-0384 voice

info@AmericanDictation.com