



MEDIA ADVISORY – SNEAK PREVIEW

ITEXPO WEST 2012 --
Austin Convention Center, Austin, TX
See ChoiceView at Booth #901, Sonus Networks
Call/Text 303-817-3307 for appointment in Press Room

Radish Showcases ChoiceView Visual IVR API, New Staff, and New Customers CEO Speaks on Three Panels at ITEXPO West 2012

First Voice with Visuals 'Communications-as-a-Service' Platform for ANY Phone, ANY Network

Austin, TX (October 1, 2012) – Radish Systems is actively participating in ITEXPO West 2012 panels:

- 1. Thurs. 10/4 at 9am in Customer Experience Track**
 - “What You Can Learn From Your Least Satisfied Customers”
- 2. Thurs. 10/4 at 1pm in Customer Experience Track**
 - “Multichannel Communications and the New Customer- Company Relationship”
- 3. Thurs. 10/4 at 2pm in Cloud Communications Expo**
 - “Cloud Inspires ‘Voice with Visuals’ for Mobile Communications and Customer Service”

Radish News – New Product Capabilities, New Staff, New Customers.

Radish Releases ChoiceView Visual IVR API to Ease the Pain of Traditional IVRs. It is well known that IVRs are a serious pain for callers, especially mobile callers who want ever-faster, ever-easier transactions. The ChoiceView REST API for Visual IVR is the first ever solution to transform new and existing traditional Interactive Voice Response (IVR) systems from many vendors into next generation Visual IVRs that work with ANY network, ANY phone, and most mobile devices. **LEARN MORE:** Go to www.RadishSystems.com, download the API (free for development and testing), and get a free copy of the “Why Visual IVR for Mobile?” presentation.

Radish is Sprouting Even More. Radish welcomes new leadership:

- **Gary Sonnier, Vice President of Business Development.** Gary has over 20 years managing technology businesses. Most recently he was VP of Sales and Business Development for ArcherMind Inc. Previously, he has held senior management positions at CalAmp, EarthLink, Motorola, Philips, AT&T, Lucent, Bell Laboratories and at several technology startups in the wireless and Internet space.
- **Tony Shrader, Director of Customer Support & Professional Services.** Tony Shrader has over 25 years of experience in the Call Center industry. He has worked for industry leaders like Cisco Systems, consulted for Fortune 500 companies like AT&T, Fidelity Investments, United Airlines, JP Morgan and has ran and supported call center operations for Chrysler and MoneyGram International.

- **John Putnam, Marketing Manager.** John Putnam specializes in mobile commerce marketing, online digital marketing, software developer relations. He previously founded several businesses in the consumer products sector, worked in the film and theater industry, and consulted with start-ups and early-stage businesses about marketing and product development strategies.

Mobile Ticketing Game-Changer: StubNut.com Debuts “Show Me” from Mobile Ticket App and Radish Systems. Rachel Nutt, StubNut.com’s Vice President of Sales added, “Imagine that a buyer calls in or contacts us through the app and is looking for tickets. We can show them options and seats views through our app to help them find the best seats for their price range. The Show Me feature in our StubNut.com app powered by Mobile Ticket App and ChoiceView was a no brainer for us. We now have the ability to remotely support buyers with talk / chat and visuals so buyers can easily make a decision on what tickets they want to buy. We can simply drag and drop images of venue maps and seat views that we believe will help us close more, higher value business.”

Radish ChoiceView 2.0 Transforms Mobile / Enterprise Support with ‘Two-Way Visuals with Voice’. New features allow domestic/international callers to both send photos and videos and see any visuals while talking or chatting on any network with mobile devices.

Sneak Preview – What is Coming?

- **Sonus Networks Partners with Radish Systems.** See Radish’s ChoiceView solution in Sonus’ booth #901 at ITEXPO West 2012. “Radish is pleased to become a Sonus Plus Development Partner to offer the next-generation of unified communications,” stated Gary Sonnier, VP of Business Development for Radish Systems. Sonus helps the world’s leading communications service providers and enterprises embrace the next generation of SIP-based solutions including VoIP, video and Unified Communications through secure, reliable and scalable IP networks.
- **Next Generation Beyond Click-to-Talk and Live Chat.** Just imagine **ChoiceView Talk** which allows a mobile device user on a mobile website, with a simple click, to talk to a live or automated agent while sending and seeing visual information. Just imagine **ChoiceView Visual Chat** which allows mobile device users and contact center agents to chat while seamlessly sharing visuals.
- **IVR Pain into Visual IVR Gain.** Stay tuned for more news on the Visual IVR front about java tools and various platform deployments. The market LOVES Visual IVRs powered by ChoiceView!

About Radish Systems

[Radish Systems, LLC](#), a mobile / enterprise software company, improves the way organizations communicate with smart mobile device users through its award-winning ChoiceView Communications-as-a-Service (CaaS) technology platform. ChoiceView offers the next generation of multimodal unified communications, allowing visual information to be shared during a phone call with smart mobile device users using ANY phone, ANY network. The results are faster communications, lower operating costs, enhanced user experiences, and higher revenues. ChoiceView is available as a general mobile app on Apple and Android mobile devices; software for live and automated agents in enterprise contact centers as well as for individual PC users; a Software Developers Kit for inclusion in third-party mobile apps; and a REST API for Visual IVRs. Use cases include mobile commerce, visual interactive voice response systems (Visual IVR), and enhanced customer support. [ChoiceView](#) “Voice with Visuals” capability [won Product of the Year Award](#) from *Customer Interaction Solutions* magazine and TMC, a global, integrated media company that publishes the magazine. For more information, visit WWW.RADISHSYSTEMS.COM.

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