



MEDIA ADVISORY – SNEAK PREVIEW

ITEXPO EAST 2012 --

Miami Beach Convention Center, Miami Beach, FL

Call/Text 303-817-3307 for appointment in Press Room

Radish Showcases ChoiceView and Speaks on Four Panels at ITEXPO East 2012
First Voice & Visual 'Communications-as-a-Service' Platform for ANY Phone, ANY Network
Customer Interaction Solutions® Magazine Honors Radish with 2011 Product of the Year

Miami, Florida (February 1, 2012) – Radish Systems is actively participating at ITEXPO EAST 2012.

Hear Radish CEO Speak on Four Panels in line with ITEXPO.

1. Feb 1, 9:00 AM ET: Business Video Expo concurrent conference: "Innovations in Business Video"
2. Feb 1, 12:00 Noon ET: ITEXPO Customer Engagement Track, "The Next Step in Social Media Evolution: Social Media Response Management." (CE-04)
3. Feb 1, 2:30 PM ET: ITEXPO Customer Engagement Track, "The Future is Now: Mobile Callers Want Visuals with Voice over the Existing Network."
4. Feb 3, 11:00 AM ET: 4GWE concurrent conference, "Marketing by the Numbers." (4G-31) Room #A109.

Other Radish News.

[ChoiceView wins Product of the Year Award](#) from *Customer Interaction Solutions* magazine and TMC, a global, integrated media company that publishes the magazine. This award recognizes ChoiceView's "Voice with View" capability for Exceptional Mobile Innovation.

"Radish was selected to receive a 2011 Product of the Year Award for its achievement in advancing customer relationship management (CRM), contact center, and call center technologies. ChoiceView has demonstrated excellence as well as provided ROI for the companies that use it," said Rich Tehrani, CEO, TMC. "*Customer Interaction Solutions* magazine has been recognizing innovative companies for 14 years and Radish has earned its place with this distinguished honor."

Sneak Preview – What is Coming?

- Radish will showcase game-changing patient support ChoiceView applications in conjunction with the Cisco platform at the HIMSS (Healthcare Information and Management Systems Society) show in Las Vegas, February 20-24, 2012 in Booth #1019 with a major new reseller. Contact Radish media@RadishSystems.com today to book a meeting.
- ChoiceView is transforming cloud Interactive Voice Response (IVR) into Visual IVR. See a preview at <http://blog.tropo.com/2011/11/11/customer-spotlight-radish-systems/> and learn about the [REST API](#) in the works that will allow any voice-powered [Tropo](#) application to add a ChoiceView Visual IVR dimension to their existing IVR application to help drive customer interaction costs down while improving customer experience and increasing revenues!
- ChoiceView improves mobile commerce. Radish has a signed contract with a major player in the mobile ticketing space. Look for an announcement in next few months.
- Radish has more BIG resellers in the pipeline including those running ChoiceView in conjunction with the Avaya platform.

About ChoiceView

Radish Systems [ChoiceView](#) solution allows callers to talk on a smartphone with a ChoiceView-enabled business while receiving, sending, and viewing visual info with that business, either from a representative or an Interactive Voice Response system. Radish's new mobile app increases comprehension, problem solving and recall by as much as 50 percent over just hearing the information. The mobile app was created to improve the way businesses interact with their customers, field force, and other mobile stakeholders.

About Radish Systems

Radish Systems, LLC improves the way organizations communicate with smart mobile device users through its award-winning ChoiceView 'Communications-as-a-Service' 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's available as a general mobile app on the iPhone, iPad, iPod touch, and Android devices; software for live and automated agents in enterprise contact centers as well as for individual PC users; and as a Software Developers Kit for inclusion in third-party mobile apps. Use cases include visual interactive response systems (Visual IVR), enhanced customer, patient, and technical support, and improved information exchange. For more information and a demonstration, visit www.RadishSystems.com.

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