



ChoiceView™



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MobileCON 2013™

San Jose, CA Convention Center
Mobilecon2013.com

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CHOICEVIEW FROM RADISH SYSTEMS IS A WINNER OF FAST PITCH MOBILECON 2013

Industry Leader Judges and Audience Recognize Radish's Solution

San Jose, CA (October 21, 2013) – ChoiceView from Radish Systems, the leader in customer service voice and data mobility solutions, is a winner at the first MobileCON Fast Pitch. Eighteen startups had three minutes each to pitch their enterprise solution to a judging panel representing wireless innovation and investors including Verizon, AT&T Foundry, Intel Capital, Qualcomm Ventures, Hummer Winblad Venture Partners, and T-Mobile, as well as an audience of 300 industry participants. The other winners included Apptentive and Digify. The MobileCON 2013 Fast Pitch event was hosted by CTIA - The Wireless Association®, in collaboration with Mobile Monday Silicon Valley, MoDev, Telecom Council of Silicon Valley, and Silicon Valley Forum, which competitively selected the 18 presenting start-ups from hundreds of mobile firms.

Telecom Council of Silicon Valley sponsored ChoiceView from Radish Systems as a MobileCON Fast Pitch presenter. “Our global carriers are always on the lookout for innovative enterprise solutions like ChoiceView from Radish Systems which wraps mobility, customer service, advertising, and enterprise support all together in a neatly packaged service,” said Liz Kerton, President of the Telecom Council of Silicon Valley.

Judges and the audience alike favored the ChoiceView solution for its innovative and simple over-the-top approach as well as the enthusiasm of the team. Heather Blanchard, Director, Wireless Internet Development at CTIA - The Wireless Association said “Congratulations Radish Systems on your win at MobileCON. I loved your energy!” Telecom industry veteran and audience member, Linda Stern stated, “Awesome presentation. Radish Systems has such an awesome solution, one I could be a passionate evangelist for, as it's truly a game-changer.”

ChoiceView is the *world's first* solution transforming traditional voice-only business communications into “Voice with Visuals” interactions. Interactive voice response systems (IVRs) and live contact agents both use the ChoiceView solution, which works with ANY network, ANY phone. It starts with a phone call and is compatible with the existing phone network, business contact centers, and IVR systems. Share photos,

documents, videos, forms, menus, and more. Reduce call time and costs by half, improve comprehension by 600% or more, and increase customer satisfaction. Learn more at ChoiceView.com and TrueVisualivr.com

About MobileCON 2013

MobileCON™ 2013 is the premier conference on mobile IT and enterprise created specifically for the IT executive and professional. This user-conference-meets-trade-show is a one-stop shop for learning how to solve your most pressing problems in mobility. Learn more at mobilecon2013.com.

About CTIA – The Wireless Association®

CTIA is an international organization representing the wireless communications industry including wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. Learn more at ctia.org or Twitter: @CTIAshows.

About Telecom Council of Silicon Valley

The Telecom Council of Silicon Valley connects companies and individuals involved in the Communications Technology industry with one another for business development, collaboration, and education. Putting those companies, research, ideas, capital, and human expertise from across the globe together in the same room creates “Where Telecom Meets Innovation.” Learn more at telecomcouncil.com.
Twitter: @telecomcouncil.

About Radish Systems

[Radish Systems](http://RadishSystems.com) is a mobile enterprise software and professional services company improving how organizations communicate with smart mobile device users. ChoiceView from Radish Systems is an award-winning Software-as-a-Service (SaaS) 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. Use cases include mobile commerce, visual interactive voice response systems (Visual IVR), technical support, and enhanced customer support. For more information and a demonstration, visit RadishSystems.com or Twitter: @RadishSystems.

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TAGS: ChoiceView, Interactive Voice Response, Visual IVR, True Visual IVR, Mobile User Experience, Unified Communications, Contact Center, Mobile Customer Support, Radish Systems, Customer Experience, Customer Relationship Management, Unified Communications, Telecom Council of Silicon Valley, CTIA - The Wireless Association