Enterprise Connect 2011
Gaylord Palms Resort and Convention Center
Booth 329

Radish Systems™ Named Innovation Showcase Winner at Enterprise Connect 2011

Radish CEO Szczurek to Present ChoiceView™, the First Voice and Visual Communications-as-a-Service Platform

Orlando, FL – (February 28, 2011) – Today Radish Systems LLC was named a winner of the prestigious Innovation Showcase at Enterprise Connect 2011 Feb. 28-Mar. 2. Theresa Szczurek, Radish Systems CEO, will give a brief presentation about their new ChoiceView™ platform on March 2nd to conference attendees in Orlando. Radish will provide demonstrations of their Innovation Showcase winning technology in Booth #329 throughout the course of the Enterprise Connect 2011 conference.

ChoiceView allows a ChoiceView-enabled enterprise to share visual info during a phone call with smart mobile device users, either from a rep or an interactive voice response (IVR) system. ChoiceView is a "Communications-as-a-Service" platform together with endpoint software and Software Developer's Kits (SDK). Enterprises can license ChoiceView software for live and automated agents in their call centers and can use the SDK to enhance their mobile applications with ChoiceView. End users can also get ChoiceView App from App Stores. Radish's ChoiceView increases comprehension, problem solving, and recall by as much as 50 percent over just hearing the information and improves the way businesses interact with its customers, field force, and other mobile stakeholders.

"Interactive Voice Response [IVR] systems are currently a pain point for many people," says Dave Michels, Director of the Innovation Showcase. "Radish's ChoiceView solution recognizes that the devices we call from have more capabilities than touch-tone. ChoiceView reclaims IVR for a new Interactive Visual Response system – totally transforming the experience. ChoiceView also allows live or automated agents to interact with the mobile device caller."

ChoiceView recently made its debut at the 2011 Consumer Electronics Show in Las Vegas, and

has been revolutionizing the technical support, customer service, and m-commerce industries across the board. Enterprises ranging from consumer electronics, automotive accessories, hospitality, and healthcare are finding that they can all benefit from better mobile communication with their customers. For example, Scosche Industries' PRO App solution for auto accessory installers uses Radish Systems' ChoiceView Communications-as-a-Service platform to provide the next "killer app" in customer relationship management and technical support.

"We saw a niche in the marketplace that was not being served so we developed the ChoiceView technology with enterprises in mind. There is nothing more frustrating than trying to understand complex information over the telephone or through a website," said Theresa Szczurek. "We developed a solution for businesses to communicate more effectively with smart mobile users. Now, users have a visual element to their phone call; they can see and hear information simultaneously for better comprehension."

About Enterprise Connect®
Enterprise Connect® (formerly VoiceCon) is the leading conference and exhibition for enterprise communications and collaboration in North America. Enterprise Connect® brings corporate IT decision makers together with the industry's vendors, analysts and consultants to focus on the issues central to enterprise communications and collaboration systems, services and applications. Enterprise Connect® owns and produces No Jitter, (http://www.nojitter.com/), providing daily blogging and analysis of enterprise communications, and it also serves the community with a weekly email newsletter, a Webinar Series and Virtual Events. For more information, visit http://enterpriseconnect.com/.

About Radish Systems
Based in Boulder, Radish Systems, LLC is improving the way businesses communicate with smart mobile device users through its ChoiceView technology platform, available as a general app on the iPhone, iPad, and iPod touch, enterprise software for live and automated agents in call centers, and as a Software Developer's Kit for inclusion in private-labeled custom mobile applications. ChoiceView allows visual information to be shared during a phone call with smart mobile device users and results in faster, more rewarding mobile communications. Use cases include visual response systems, enhanced customer and technical support, and improved information exchange. For more information visit www.RadishSystems.com.

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