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Blue Ocean Enterprise Challenge, May 23-24, 2014
The Lincoln Center, Fort Collins, CO
Exhibits, Radish Systems, Expo Hall, Booth 42, May 24
Venture Fest, Radish Pitch, 3:15pm May 24

RADISH SYSTEMS TO COMPETE AND EXHIBIT MAY 23-24 IN
COLORADO STATE UNIVERSITY BLUE OCEAN ENTERPRISE CHALLENGE
Recognizes best business ideas, nurtures community partnerships, and features $250,000 in prizes.

BOULDER, CO (April 30, 2014) – Radish Systems, the leader in customer service voice and data mobility solutions, will compete and exhibit in the Colorado State University Blue Ocean Enterprise Challenge (BOEC) on May 23- 24, 2014. It is part of a larger Fort Collins Start-up Week running May 20-25th (http://www.ftcstartupweek.co/) . Radish Systems is one of 16 enterprise companies from across the nation competitively selected as finalists from among 120 companies that applied to compete. Participation in the Blue Ocean Challenge includes unique experiences like workshops conducted by high-profile presenters and designed specifically for BOEC competitors.   This is the richest business pitch competition in Colorado with the chance to win $250,000 and other cash and in-kind prizes. Register to attend for free at www.blueoceanchallenge.com to attend all of the events including the venture fest, youth symposium, partner showcase, exhibits, and more. Visit Radish at Booth 42 in the Expo Hall on May 24th. See and hear Radish pitch at 3:15pm on May 24th in the Venture Fest with judges from Galvanize, Access Venture Partners, Fort Equity, Google Ventures, Garage Ventures, Vista Ventures, Otterbox, and others.

Radish Systems is pleased to participate in this inspirational competition of the best college entrepreneurs, innovative startups, and young, growing companies. Competing with other passionate leading enterprises and sharing the goal of changing the world through innovative ideas, hard work and ethical business practices, will strengthen Radish's business strategy, provide a forum to show business leaders the strengths of ChoiceView, and potentially infuse Radish Systems with capital to accelerate ChoiceView into the industry de-facto standard for integrated voice and data mobile communications solutions.

Radish Systems award-winning ChoiceView solution allows businesses to instantly share visual content in-call with smart mobile device users and is revolutionizing business communications for mobile customer support and sales. ChoiceView starts with a simple phone call (e.g., 720-440-7560) to a business from any phone, including a smartphone or tablet. Then, ChoiceView gives callers the ability to navigate and interact with visual content and voice via a ChoiceView-enabled mobile app on their smart mobile device. It's a smartphone-accessible automated phone system (known as Interactive Voice Response systems, or an IVR). If live assistance is needed, the call is seamlessly transferred to a contact center agent with continued visual sharing. ChoiceView is an over-the-top solution that leverages current capabilities on a wide range of industry standard IVR platforms and contact centers. The same IVR, of course, continues to serve voice-only callers.

About Blue Ocean Enterprise Challenge. The Blue Ocean Enterprises Challenge is a collaboration between [Blue Ocean Enterprises](#) and [Colorado State University's Institute for Entrepreneurship](#) and [College of Business](#) that was created to ignite entrepreneurial spirits, to attract and recognize the best new business ideas, and to nurture community partnerships. The Challenge features $250,000 in prizes, and is the richest competition of its kind in Colorado. The Challenge aims to bring into one inspirational competition the best college entrepreneurs, innovative startups, and young, growing companies. The Blue Ocean Enterprises Challenge epitomizes collaboration and uplifts community. #CSUBlueOcean.

About Radish Systems. Radish Systems, a mobile / enterprise software and professional services company, improves the way organizations communicate with smart mobile device and browser users through its award-winning ChoiceView 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 callers using any phone, any network. It eases the pain of frustrating automated phone systems (IVRs) and live assistance. The patent-pending, HIPAA-compliant technology increases comprehension, problem solving, and recall on support calls by as much as 600%, helps callers resolve inquiries faster with more clarity, and improves the overall mobile user experience, increasing business profits. Use cases include mobile commerce, True Visual Interactive Voice Response systems (www.TrueVisualIVR.com), technical support, employee communications, 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, Blue Ocean Enterprise Challenge, Blue Ocean Enterprises, Colorado State University, CSU, #CSUBlueOcean