



FOR IMMEDIATE RELEASE

Radish Wins Product of the Year Award for *ChoiceView "Voice with Visuals"*

Customer Interaction Solutions® Magazine Honors Radish for Exceptional Mobile Innovation

BOULDER, CO January 5, 2012 — [Radish Systems, LLC](#) announced that TMC global media has named ChoiceView™ a Customer Interaction Solutions 2011 Product of the Year Award winner. With ChoiceView, enterprises can simultaneously send visuals to customers, patients, or field staff using mobile devices while talking/texting with them. ChoiceView offers the next generation of multimodal unified communications, allowing ANY visual information to be shared instantly during ANY phone call with smart mobile device users on ANY network.

“**Radish** is honored to have **ChoiceView** recognized by TMC for improving how call centers interact with mobile communicators,” said CEO Theresa Szczurek. “Enterprises use ChoiceView to create a Visual IVR, enhance customer, patient, and technical support, and improve information exchange. The results are faster, more effective transactions either with live agents or interactive voice response (IVR) systems.”

“**Radish** was selected to receive a 2011 Product of the Year Award for its achievement in advancing 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.”

The 14th Annual Product of the Year Award winners are published in the January/February 2012 issue of *Customer Interaction Solutions* magazine. For more information about the *Customer Interaction Solutions'* 2011 Product of the Year Awards or any of the TMC media properties, please visit www.tmcnet.com.

About Customer Interaction Solutions

Since 1982, *Customer Interaction Solutions* (CIS) magazine has been the voice of the call/contact center, CRM, and teleservices industries. *CIS* magazine has helped the industry germinate, grow, mature, and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Please visit www.cismag.com for more information.

About TMC

TMC is a global, integrated media company that helps clients build communities in print, in person, and online. TMC publishes the [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Next Gen Mobility](#) and [Cloud Computing](#) (formerly InfoTECH Spotlight) magazines. TMCnet.com, which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries. TMC is the producer of [ITEXPO](#), the world's leading B2B communications event. Visit [TMC Events](#) for a complete listing and for further information visit www.tmcnet.com.

About Radish Systems

Radish Systems, LLC is improving the way businesses communicate with smart mobile device users through its ChoiceView 'Communications-as-a-Service' technology platform, 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. For more information and a demonstration, visit www.RadishSystems.com.

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