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Radish Systems ChoiceView Service Platform
Deploys to Apple iPad

ChoiceView One of Top Mobile Apps Migrating to Tablets at CTIA

ORLANDO, FL – (March 21, 2011) – Radish Systems deployed its ChoiceView technology platform to the iPad and the new iPad 2 at the CTIA Wireless show, making it one of the first smartphone customer service mobile applications to migrate toward tablet devices. Radish's ChoiceView software allows customer-service, social commerce, and tech-support-driven businesses as well as individual PC users to communicate real-time voice and visual information with a mobile device user. While talking or texting, a variety of visual information can be delivered to the iPad including schematics, videos, maps, photos, web pages, order forms, diagrams, or just about any visual such as a hotel reservation, a doctor's diet and exercise regimen, complex installation instructions, or a coupon.

iPad tablet users can now see and hear complex information when interfacing with a ChoiceView-enabled business or individual PC user. ChoiceView allows callers to talk on <u>any</u> phone they choose, while simultaneously receiving visual information on their iPad (as well as on an iPhone or iPod Touch) delivered from an individual PC user, contact center representative, or an Interactive Voice Response (IVR) system. Mobile users can also call a ChoiceView-equipped Interactive Visual Response system, and instantly see a visual menu of options on their iPad screen instead of listening to a long phone tree. Callers can quickly navigate the options, tap their selections on the iPad, and then receive pertinent visual information and listen to audible instructions at the same time.

Radish's ChoiceView was created as a way for businesses to improve interaction with customers, field personnel, and other mobile stakeholders. ChoiceView increases comprehension, problem solving, and recall by as much as 50 percent over just hearing the information on the phone. Radish Systems' ChoiceView has been named as a finalist for the 2011 CTIA E-Tech Awards, which honors the most innovative new products in a variety of different categories, from mobile apps and consumer electronics to enterprise and infrastructure.

"The Apple iPad has exploded in popularity and we are bringing our ChoiceView technology to where consumers live—on their tablets," said Theresa Szczurek, CEO of Radish Systems. "Mobile device users can receive, review, and store information on the iPad while talking to a service representative, health care specialist, or anyone who needs to share accurate information quickly. We have had great early customer results with our ChoiceView application on smartphones, so it makes sense now to make these capabilities available on the iPad."

How It Works. A user calls a ChoiceView-enabled business using any phone (e.g., a separate land line, mobile phone, or a VoIP phone on the iPad itself) or invokes ChoiceView from a website link. The user simply opens the ChoiceView App on the iPad and receives any picture, image, diagram, video, or other visual material on the iPad screen, where it is displayed during the conversation with a contact center agent, IVR, or individual PC user.

Who Uses ChoiceView. At the 2011 Consumer Electronics Show in January, Radish debuted the Scosche PRO App with ChoiceView, which allows Scosche automotive electronics accessory installers to receive visual information quickly on their smartphones or iPads without having to use a desktop or a laptop interface. ChoiceView is currently being tested by a number of companies in a variety of industries including healthcare, e-commerce, financial services, travel, insurance, and contact centers where new standards are being set with 15 percent and higher reductions in call-handling time. The results are greater efficiency, higher revenues, and improved productivity.

Please contact Radish Systems at 720-440-7560 or www.RadishSystems.com to set up a briefing at CTIA in Orlando or to schedule a phone briefing. The latest version of ChoiceView is available now at the App store.

About Radish Systems
Based in Boulder, 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 app on the iPhone, iPad, and iPod touch; software for live and automated agents in enterprise contact centers as well as for other individual PC users; and as a Software Developer's Kit for inclusion in third-party mobile apps. 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 and a demonstration visit www.RadishSystems.com.

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