



## **MEDIA RELEASE: January 4, 2011**

**Consumer Electronics Show (CES)  
Las Vegas Convention Center  
Booth #1409, North Hall**

### ***SCOSCHE INDUSTRIES TO DEBUT PRO APP SOLUTION FOR AUTO ACCESSORY INSTALLERS AT CES 2011 USING RADISH™ CHOICEVIEW™ SERVICE PLATFORM***

*Installers Can See Instructions and Diagrams While Talking to Scosche Support*

**Boulder, CO – (January 4, 2011)** – Smartphone-based customer service in the cloud may be the hottest new technology coming out of the 2011 Consumer Electronics Show, January 6-9 in Las Vegas. Scosche Industries' PRO App Solution for auto accessory installers, using [Radish Systems' ChoiceView Communications as a Service platform](#), may be the next "killer app" in customer relationship management and technical support.

[The Scosche PRO App with ChoiceView](#) allows callers to talk on a smartphone with Scosche, a ChoiceView-enabled business, while seeing visual information delivered, either from a Scosche representative or Interactive Voice Response (IVR) system. Automotive electronics and accessories installers will be able to connect with live voice and visual technical assistance during the install process.

**Improved Productivity.** "With the [Scosche PRO App with ChoiceView](#), automotive electronics accessory installers can be on their backs under car dashboards and get challenging installation jobs done better, cheaper and faster without the hassle of navigating a phone tree or leaving the car to get on a desktop computer or retrieve a fax," said Kas Alves, Scosche Executive Vice President. "With the Scosche PRO App, an installer simply pushes the 'Talk to Scosche' button on a smartphone and begins speaking with a support person while downloading visual instructions, schematics and wiring diagrams. This will mean tremendous productivity gains for the auto accessory industry."

**Seeing and Hearing Increases Comprehension.** "The beauty of ChoiceView is that it works with an ordinary phone call. ChoiceView doesn't disturb the existing voice infrastructure that callers and businesses are accustomed to using in their normal phone transactions. As a result, the ChoiceView technology can be easily incorporated in contact centers, IVRs, mobile apps, and other phone-related platforms" said [Dr. Richard A. Davis](#), Chairman and Chief Technical Officer of Radish



Systems. "ChoiceView allows a caller to get visual information during the call, plus, for Scosche PRO app, it allows a Scosche support person to know exactly what the installer needs even before answering the call."

**Benefits to Many Industries.** With mobile device transactions quickly becoming the communications standard of choice for millions of users, the [Radish ChoiceView software](#), Software as a Service (SaaS), and Original Equipment Manufacturer (OEM) platform is poised for deployment into multiple vertical markets where customer service and technical support are the lifeblood of many businesses. ChoiceView is currently being tested by a number of companies in a variety of industries including financial services, healthcare, travel, insurance, e-commerce, and call centers where new standards are being set with 15 percent and greater reductions in call-handling time. ChoiceView-enabled contact centers also create profit opportunities by enabling customer upselling and improving user satisfaction.

**Demos Available at CES.** If you are interested in a meeting and demo at CES or at another time to discuss the new ChoiceView solution, please contact Radish Systems at 720-440-7560 or [www.RadishSystems.com](http://www.RadishSystems.com) or stop by Scosche booth #1409 in the North Hall at the 2011 Consumer Electronics Show. The ChoiceView App is available now at the [Apple 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 technology platform, available as a general app on the iPhone and iPod touch or as an SDK (Software Developers Kit) for inclusion in other iPhone 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 visit [www.RadishSystems.com](http://www.RadishSystems.com).

### **About Scosche Industries**

Celebrating its 30th anniversary in 2010, Scosche Industries is an award-winning innovator of iPad, iPhone and iPod accessories. Scosche is founded on its commitment to quality, value and customer service. With over 55 patents and countless industry awards it is easy to see that Scosche is consistently at the forefront of technology and innovation. Scosche Industries is the parent company of several distinct brands including: Scosche, REALM, EFX, BlueFusion and Accumat. Founded in 1980, Scosche is still 100% family owned and operated with over 120 great people alongside them. See Scosche's related release at: <http://www.scosche.com/press.room/?year=2010>.

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