



## **FOR IMMEDIATE RELEASE**

# **Radish Systems Wins 2011 IQ Award from Boulder County Business Report**

## ***Radish's ChoiceView App and Enterprise Software Named "Most Innovative" in the Business Products and Services Category***

**Boulder, Colo. (Aug. 30, 2011)** – Radish Systems won the *Boulder County Business Report's (BCBR)* Innovation Quotient (IQ) award as the "most innovative" in the Business Products and Services category. Radish was one of 60 nominees across 10 categories for the annual awards, which were presented on August 24, at the Boulder Theater in Boulder, Colorado. [Theresa Szczurek](#), CEO and co-founder, along with [Richard Davis](#), CTO and co-founder, were proud to accept the award on their company's behalf.

"We are delighted to receive this prestigious IQ Award for ChoiceView on behalf of everyone at Radish Systems," said Davis during his acceptance speech. "ChoiceView is opening up many new opportunities for innovative mobile services by allowing seamless and transparent exchange of data during ordinary phone calls. Thank you, BCBR and all of the sponsors, for this recognition."

Radish Systems [ChoiceView](#) solution allows callers to talk on a smartphone with a ChoiceView-enabled business while receiving and viewing visual information being delivered by that business, either from a representative or an Interactive Voice Response system. Radish's new mobile app increases comprehension, problem solving and recall by as much as 50 percent over just hearing the information. The mobile app was created to improve the way businesses interact with their customers, field force and other mobile stakeholders.

"After the success of Radish 1.0 in the 1990s, with the creation of a landline solution, we saw a market need to invent a simultaneous visual-voice technology for the rapidly growing mobile market. There is nothing

more frustrating than trying to understand complex information over the telephone without referencing a visual and receiving clear explanations about what the visual is showing,” said Theresa Szczurek. “With ChoiceView, we’ve now developed a solution for businesses to communicate more effectively with mobile customers. We are overwhelmed with the positive response we’ve received throughout the industry so far and are very excited about what the future holds for Radish Systems and our ChoiceView technology.”

### **About Boulder County Business Report IQ Awards**

The IQ Awards is an annual event that honors the most innovative new products and services developed by companies and organizations, with a special emphasis on advanced technologies, innovations within a particular business sector and sustainable business practices. More info:

<http://www.bcbr.com/article.asp?id=59424> and in the September 2, 2011 BCBR special edition

### **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 other individual PC users; and as a Software Developers 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](http://www.RadishSystems.com).

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