



ChoiceView™



FOR IMMEDIATE RELEASE

Contact: Theresa Szczurek, Radish Systems
(m) 303.817.3307 (corporate) 720-440-7560
<mailto:Media@RadishSystems.com>

**RADISH SYSTEMS ACCEPTS INVITATION TO COMPETE IN COLORADO STATE
UNIVERSITY BLUE OCEAN ENTERPRISE CHALLENGE**

Recognizes best business ideas, nurtures community partnerships, and features \$250,000 in prizes.

BOULDER, CO (February 19, 2014) – Radish Systems, the leader in customer service voice and data mobility solutions, announced today it accepted an invitation to compete in the Colorado State University [Blue Ocean Enterprise Challenge](#) (BOEC) on May 24th, 2014. Radish Systems is one of 16 companies selected as finalists and invited to participate from among 120 companies that applied to compete. Participation in the Blue Oceans Challenge includes unique experiences like workshops conducted by high-profile presenters and designed specifically for BOEC competitors and the chance to win \$250,000 and other cash and in-kind prizes.

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 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. "Please listen carefully as the following menu items have changed..."

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 ChoiceView. ChoiceView is a mobile enterprise solution that allows businesses to talk with customers while sharing visual content via their smartphone devices or browsers. It's the world's first solution for transforming traditional Voice-only IVRs from many vendors into next generation 'Voice with Visuals' systems. ChoiceView allows you to talk or chat while you see documents, images, forms, and menus sent from a contact center agent or interactive voice response (IVR) system. During the call, you also send your own photos, videos, and form data directly to the business. ChoiceView True Visual IVR is available for cloud-based and premises-based IVRs including any that use a standard VXML / CCXML platform. The ChoiceView mobile app is available for free for iOS and Android devices. It works with any ChoiceView-equipped business with no customization required. ChoiceView may also be integrated in any iOS or Android mobile app using the ChoiceView SDK. A short video illustrating use of the ChoiceView solution can be viewed at www.ChoiceView.com. For more information on the advantages of True Visual IVRs, visit www.TrueVisualivr.com.

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 (True Visual IVR), 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