



ChoiceView™

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RADISH IS AWARDED KEY PATENT ON VOICE AND DATA COMMUNICATIONS

Technology Allows Sharing of Visual and Other Data in Real Time During Calls Resulting in Improved Business Transactions

BOULDER, CO (July 17, 2014) – Radish Systems, a leader in voice and data mobility solutions for customer service, is pleased to announce that it has been awarded a key patent from the U.S. Patent Office for its integrated voice/data technology known in the market as ChoiceView™. The patent, which dates from 2009, covers most any conceivable voice/data arrangement involving phone calls to businesses. ChoiceView is a mobile enterprise solution that allows businesses to talk and share visual and other data with customers on smartphones or tablets. It increases comprehension on support calls by as much as 600%, helps callers resolve inquiries faster with more clarity, improves the overall user experience, and increases business profits.

UNIQUENESS

ChoiceView is the world's first solution for transforming traditional voice-only automated phone systems and live assistance from many vendors into next generation 'Voice with Visuals' multi-channel systems. Mobile and browser users can see, hear, and send visual content while talking with live agents as well as 'self-service' agents. See the demo videos and learn more at ChoiceView.com.

The uniqueness of ChoiceView is that it uses a real-time data switch and communications protocol to quickly and seamlessly join a secure data session to any phone call. The result is an enhanced phone call that is compatible with the existing phone infrastructure, including: network switching, routing and redirection features; domestic and international dialing plans, business contact center routing and queuing; and Integrated Voice Response (IVR) systems with call transfer. ChoiceView is an over-the-top solution that is easily deployed by businesses and it offers callers the familiarity of using their existing phones and dialers. Skype and other VoIP services that can egress to the public switched telephone network are also compatible with ChoiceView.

Inventors of the technology are Richard A. Davis, Radish Chief Technical Officer, and Anthony J. Brittain, Radish Chief Architect. "ChoiceView provides a new communications channel and enables new feature capabilities for the millions and millions of IVR ports and contact center positions in the installed base, and it

does so without breaking hardware or software in the existing equipment," said Davis. Brittain noted, "A unique aspect of the ChoiceView switch is that it allows the data session to follow the phone call, even when the final destination of the call is not initially known. The high performance of the switch allows the data flow to match the voice speed, and this is especially critical in automated systems like IVRs."

The combination of the real-time data switch and the communications protocol provides a high performance and secure way for data, control and status messages to be exchanged between clients and agents. This approach avoids the typical limitations of http-based architectures and provides next-generation capabilities well beyond web browsing in the presence of a phone call. For sessions that start with chat rather than a phone call, data are exchanged between clients and agents using the same ChoiceView switching infrastructure and protocol.

CHOICEVIEW PRODUCTS

Radish is now making the HIPAA-compliant ChoiceView technology that's covered in the patent available via direct deployment in organizations and via licensing to partners who can embed it in their products. It's a quick way for businesses to improve communications with their customers and visually jump start their existing IVR and contact center systems. The technology elements include:

- ChoiceView iOS and Android apps for use by mobile callers
- ChoiceView SDK for embedding ChoiceView in existing mobile apps
- ChoiceView Live Agent program for use by contact center agents or any PC users
- ChoiceView REST API for including ChoiceView in most premises and cloud-based IVRs as well as cloud-based contact centers

Other enhancements to the ChoiceView product suite will be announced.

BENEFITS

There are many benefits from implementing the now patented ChoiceView technology. For customers, the user experience is improved and satisfaction increases. Problems and inquiries are handled faster. Comprehension and recall are improved as much as 600% (*Brain Rules* by Dr. John Medina). Businesses see reduced time and costs per call as well as improved customer satisfaction and retention. Higher revenues and profit per call are generated. Businesses receive a distinct competitive edge.

APPLICATIONS

Customer support is the killer app to improve sales and service. Use cases across many industries include mobile commerce, True Visual Interactive Voice Response systems (TrueVisualIVR.com), technical support, employee communications, and enhanced customer support. In health care, for example, nurse coaches can talk while instantly sharing complex medical information with patients thereby improving health outcomes and patient adherence. In retail, customers can talk and quickly see product information, receive order status, and purchase just the right products resulting in happier customers and fewer returns. See more use cases and demo videos at RadishSystems.com/solutions/.

ABOUT RADISH SYSTEMS

Radish Systems, a mobile/enterprise software and professional services company, improves the way organizations communicate with smart mobile device 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 and any network. It eases the pain of frustrating automated phone systems (IVRs) and live assistance. Use cases include mobile commerce, True Visual Interactive Voice Response systems (TrueVisualIVR.com), technical support, employee communications, and enhanced customer support. For more information and a demonstration, visit RadishSystems.com or Twitter @RadishSystems.

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