



MEDIA ADVISORY – SNEAK PREVIEW

ITEXPO WEST 2011 -- SEPTEMBER 13-15, 2011
AUSTIN CONVENTION CENTER, AUSTIN, TX
BOOTH 219 – STARTUP PAVILION

Radish Showcases ChoiceView at ITEXPO West 2011 *the First Voice and Visual Communications-as-a-Service Platform* **Radish Wins Pitch Slot for StartupCamp4, Radish Speaks on Three Panels at ITEXPO**

Austin, Texas (September 12, 2011) – Radish Systems is actively participating at ITEXPO WEST 2011.

StartupCamp4: Comm Edition

Radish Systems was selected in a highly competitive selection process to pitch on Weds. 9/14/2011 in one of five coveted slots at the StartupCamp4: Comms Edition to be held between 4-7pm CT in line with the ITEXPO West 2011 conference. Learn more at: <http://www.tmcnet.com/topics/articles/216369-five-early-stage-companies-selected-pitch-startupcamp4-aust.htm>. Bob Metcalfe, Ethernet inventor and 3Comm founder, is the keynote speaker. Radish is exhibiting in the Startup Pavilion at Booth 219 in the ITEXPO. Book a meeting now with Dr. Theresa Szczurek, co-founder and CEO, and Dr. Richard A. Davis, co-founder and CTO.

Hear Radish Speak on Three Panels in line with ITEXPO.

- **TUE 9/13, 10:00-10:45am -- “How Social Media is Changing Customer Behavior” (SCRM-01).** This session is in ROOM #: [8A.](#)
- **WED 9/14, 9:00-9:45am -- “Best Practices for Leveraging Customer Conversations for Brand Equity” (SCRM-07).** This session is in ROOM #: [8A.](#)
- **THU 9/15, 9:00-9:45am -- “Innovation for Real-Time Business Collaboration” (BC-01).** This session is in ROOM #: [8C.](#)

Sneak Preview – What is Coming?

- Radish will soon submit the Android version of ChoiceView App to the Android Market.
- Radish has released an updated version of ChoiceView Live Agent with new features including file transfer and screen capture/send. Users love the ease of sending visuals and data while talking.
- Radish has BIG resellers in the pipeline including two running ChoiceView pilots using Android Beta.

- ChoiceView is transforming mobile commerce. Radish has a signed contract with a major player in the mobile ticketing space. Look for an announcement in next few months.
- BIG enterprises begin ChoiceView pilots. ChoiceView is improving healthcare provider to patient communications with a healthcare provider and is enhancing technical field force support with another major firm. Radish has been discovered.

Other Radish 2011 News.

- **Most Innovative.** Radish Systems recently, August 24, 2011, won the *Boulder County Business Report's (BCBR)* Innovation Quotient (IQ) award as the "most innovative" in the Business Products and Services category.
- **Outstanding.** *Denver Business Journal* selected Radish CEO as the Outstanding Woman in Business in the Small Business category.
- Radish was also selected as a finalist for the APEX Rookie of the Year from the Colorado Technology Association, finalist for the CTIA Wireless Emerging Technology award, and Innovation Showcase winner for Enterprise Connect.

Industry Thought Leaders Reaction:

- "Radish 1.0 was 20 years ahead of its time with its integrated voice/data offering. Now with ChoiceView, Radish has introduced one of the most innovative offerings I have seen in the last five years in the Call Center industry. Way to go, Radish! Enterprises need this solution." **Rich Tehrani, CEO, TMC (Technology Marketing Corporation)**
- See other testimonials at www.RadishSystems.com

About ChoiceView

Radish Systems [ChoiceView](#) solution allows callers to talk on a smartphone with a ChoiceView-enabled business while receiving and viewing visual info 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.

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.

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