



## **FOR IMMEDIATE RELEASE**

Ticket Summit, Booth #126  
July 11-13, 2012  
Bellagio Resort Hotel, Las Vegas, NV

### **Mobile Ticketing Game-Changer: StubNut.com Debuts “Show Me” from Mobile Ticket App and Radish Systems**

*No more guessing what you’re buying. Mobile commerce customers see and save any visuals – venues, seats, tickets, receipts – while talking/chatting to buy tickets with Mobile Ticket App’s “Show Me” feature powered by ChoiceView.*

**Las Vegas, Nevada (July 10, 2012)** — [Radish Systems](#) and [Mobile Ticket App](#) (MTA) have joined forces to offer the Show Me capability that forever changes mobile ticket sales for [StubNut.com](#) and potentially hundreds of other ticket brokers. At the [Ticket Summit](#) July 11-13 in Las Vegas, MTA will demonstrate how contact center agents or individual brokers can simultaneously send visuals while talking/chatting with buyers using smart mobile devices. MTA’s *Innovative Technologies* workshop will be at 1-2 pm on Wednesday, July 11<sup>th</sup> in the Cezanne room. MTA has integrated Show Me, powered by ChoiceView™ from Radish Systems, into StubNut’s mobile application, available soon at the Apple App Store. When callers instantly see their choices, such as the seats in relation to the stage, they know what they’re buying and want to finish the sales transaction. The results from StubNut’s Show Me button are faster transactions, upsells for better seats, and higher customer satisfaction. Ticket sales is one of many uses for ChoiceView, a next-generation visual solution for mobile communications, that Radish Systems offers to mobile commerce businesses that want to seize the next-gen advantage with the growing number (over 110 million in USA per *comScore*) of mobile users, with over 51 percent using apps (*Fierce Mobile*, 7/3/12).

“The new Show Me feature in our apps allows ticket brokers to chat or talk with a user through the app, but more importantly to show venue maps and seat views remotely while the buyer watches. Show Me will dramatically increase close ratios and provide a level of service not seen in any apps released to date,” said Mark Hunter, Senior Vice President of Mobile Ticket App. “Mobile Ticket App supports over 175 ticket brokers, and we have received feedback that suggests ticket brokers with a call center would like to have the ability to help their clients make ticket purchasing decisions while on the road.”

Rachel Nutt, StubNut.com's Vice President of Sales added, "Imagine that a buyer calls in or contacts us through the app and is looking for tickets. We can show them options and seats views through our app to help them find the best seats for their price range. The Show Me feature in our StubNut.com app powered by Mobile Ticket App and Choice View was a no brainer for us. We now have the ability to remotely support buyers with talk / chat and visuals so buyers can easily make a decision on what tickets they want to buy. We can simply drag and drop images of venue maps and seat views that we believe will help us close more, higher value business."

"We're delighted to welcome Mobile Ticket App as a new partner to our growing Radish ChoiceView alliance," said [Radish CEO Theresa Szczurek](#). "ChoiceView certainly offers an advantage for any mobile commerce company, especially one that relies on mobile customers who want to make fast transactions by seeing and better understanding what they're buying."

### **About StubNut.com**

[StubNut.com](#) has been in the ticket industry since 2003 to help people purchase sport, concert, and theater tickets throughout the United States and Canada. As a leading online broker, StubNut provides the largest selection of tickets to all of the biggest and smallest shows at the best prices with customer service available almost 24 hours a day. All tickets that are purchased at StubNut.com are 100% guaranteed. Visit [www.stubnut.com](#) for more information and download its mobile apps.

### **About Mobile Ticket App**

Mobile Ticket App (MTA) helps ticket brokers and the secondary ticket industry throughout the United States and Canada sell more tickets and increase customer retention rates through mobile devices and smartphones. The company manages hundreds of ticket applications and mobile websites, as well as building custom applications and mobile websites for the primary ticket market. Ticket brokers using MTA sell more inventories today with ecommerce and m-commerce sales on mobile devices. Mobile Ticket App now offers ticket brokers a unique way to improve mobile sales efforts through its Show Me feature, which allows the ticket broker to engage the mobile user in a remote visual experience never seen through applications before – the broker can talk or chat while showing images of venue maps, seat views, and specials. The result for ticket brokers is increased close ratios, more up-sells, and higher customer satisfaction. Visit [www.mobileticketapp.com](#) for more information and video demonstrations.

### **About Radish Systems**

[Radish Systems](#), LLC, a mobile / enterprise software 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 smart mobile device users using ANY phone, ANY network. The results are faster communications, lower operating costs, enhanced user experiences, and higher revenues. ChoiceView is available as a general mobile app on Apple and Android mobile devices; software for live and automated agents in enterprise contact centers as well as for individual PC users; and as a Software Developers Kit for inclusion in third-party mobile apps. Use cases include mobile commerce, visual interactive voice response systems (Visual IVR), and enhanced customer support. For more information and a [demonstration](#), visit [www.RadishSystems.com](http://www.RadishSystems.com).

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