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Mobile Customer Support Cloud Forms
at Consumer Electronics Show

Radish™ Systems Sprouts Again with ChoiceView™, First Communications-as-a-Service Platform Allowing Visuals to be Shared During Smartphone Call

Boulder, CO – (December 22, 2010) – Smartphone-based customer service in the cloud may be the hottest new technology coming out of the 2011 Consumer Electronics Show, January 6-9 in Las Vegas. With the debut of ChoiceView™ software – the first-ever voice and visual Communications-as-a-Service (CaaS) cloud solution for businesses to communicate more effectively with smartphone users – Radish Systems' is now revolutionizing technical support, customer service, m-commerce, and information exchange business practices of a variety of industries ranging from consumer electronics and automotive accessories to hospitality and healthcare.

ChoiceView allows callers to talk with a ChoiceView-enabled business while seeing visual information delivered to their smartphone by that business, either from a representative or an interactive voice response (IVR) system. ChoiceView increases comprehension, problem solving, and recall by as much as 50% over just hearing the information and improves the way businesses interact with its customers, field force, and other mobile stakeholders.

Proven Voice and Data Standard. Over 15 years ago, Radish 1.0 developed the original telecommunications technology solution licensed by Microsoft, Rockwell, Intel, and dozens of other original equipment manufacturers (OEMs) which became the *defacto* industry standard allowing data to be transmitted during an ordinary phone call. Radish's products were also used by PC makers such as Sony, Hewlett Packard, Acer, and others to enhance technical support. Now Radish 2.0 introduces the ChoiceView CaaS Platform, today's first integrated voice and data approach poised to transform smart mobile device communications.

Seeing and Hearing Increases Comprehension. "Sharing visual information during a

voice call greatly enhances learning, understanding, and memory," said Steven Peskin, MD, MBA, FACP, EVP and Chief Medical Officer of MediMedia, Inc. "With ChoiceView, you achieve communication and learning objectives in less time with greater impact."

"By enabling callers to see and hear complex information in real time on their mobile devices, businesses create 'Wow, now I see what you're talking about!' moments, thus eliminating the classic frustrations with cumbersome service and technical support that have plagued callers since the invention of the telephone," said Radish Systems CEO Theresa Szczurek. "ChoiceView goes beyond 'click to talk' or 'live chat' by adding the most critical dimension – live visual communications during a smartphone call. The result is faster information exchange and increased user comprehension."

Benefits to Many Industries. With mobile device transactions quickly becoming the communications standard of choice for millions of users, the Radish ChoiceView software, SaaS, and OEM platform is poised for deployment into multiple vertical markets where customer service and technical support are the lifeblood of many businesses. ChoiceView is currently being tested by a number of companies in a variety of industries including healthcare, financial services, travel, insurance, e-commerce and call centers where new standards are being set with 15% and higher reductions in call-handling time. ChoiceView-enabled contact centers also create profit opportunities by enabling customer upselling and improving user satisfaction.

Demos Available at CES. If you are interested in a meeting and demo at CES or at another time to discuss the new ChoiceView solution, please contact Radish Systems at 720-440-7560 or www.RadishSystems.com. The ChoiceView App is available now at the Apple App Store (http://itunes.apple.com/us/app/choiceview/id404719513?mt=8).

About Radish Systems
Radish Systems, LLC is improving the way businesses communicate with smart mobile device users through its ChoiceView technology platform, available as a general app on the iPhone and iPod Touch, or private-labeled as a custom application for individual enterprises and services. 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 visit www.RadishSystems.com.

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