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International CTIA Wireless 2011, March 22-24
Orange County Convention Center
Booth 4295 – Emerging Technology Awards Showcase

RADISH™ CHOICEVIEW™ NAMED FINALIST IN 2011 CTIA EMERGING TECH AWARDS

Vote On-Line NOW for Radish ChoiceView at <http://tinyurl.com/4qd6gte> as Top Innovation in the Enterprise & Vertical Markets: General Business Category

Boulder, Colo. -- March 14, 2011 – Radish Systems' new ChoiceView technology was named a finalist in the Enterprise and Vertical Market category of CTIA's annual Emerging Technology (E-Tech) Awards competition. The [CTIA E-Tech Awards](#) honor the most innovative new products in 14 categories spanning the areas of mobile apps, consumer electronics, enterprise, and infrastructure. Winners will be announced March 23 at 2pm EST at Booth 4295 at [International CTIA WIRELESS® 2011](#) at the Orange County Convention Center in Orlando, Florida. Help Radish Win at CTIA with your Vote! Go to <http://tinyurl.com/4qd6gte> and [vote ChoiceView](#) (by March 21st at 12PM EST) as best emerging technology at show!

Radish Systems' ChoiceView software allows callers to talk on a smartphone with a ChoiceView-enabled business while seeing visual information delivered 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 percent over just hearing the information and improves the way businesses interact with their customers, field force, and other mobile stakeholders.

"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](#). "The beauty of ChoiceView is that it works with an ordinary phone call and adds the most critical dimension – live visual communications. The result is faster information exchange, increased user comprehension, and higher profits for ChoiceView-enabled businesses."

More than 300 entries were judged by a panel of media and industry analysts and scored on innovation, functionality, technological importance, implementation, and overall "wow" factor. E-Tech winners, including Best of Show and Best Online Pick will be announced at the awards ceremony on Wednesday, March 23 at 2:00 p.m. EST from CTIA's Exhibit Innovations Stage on the tradeshow floor.

Between now and March 23, website visitors may vote for the “Best Online Pick” at www.ctiashow.com/awards. International CTIA WIRELESS show attendees will vote onsite via text message for entries in the E-Tech Awards display to win “Best in Show.”

About CTIA Shows

CTIA shows bring together all industries advanced by wireless technology for intense business, learning, and networking. International CTIA WIRELESS® 2011 takes place at the Orange County Convention Center in Orlando, Florida, March 22-24. CTIA ENTERPRISE & APPLICATIONS™ 2011 takes place in San Diego, October 11-13. Visit www.ctiashow.com. CTIA–The Wireless Association® is an international organization representing the wireless communications industry. Visit www.ctia.org or twitter.com/CTIAShow (#CTIAW11). CTIA press and analyst registration is open: www.ctiashow.com/pressreg.

About Radish Systems

Based in Boulder, 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, iPad, and iPod touch; enterprise software for live and automated agents in call centers; and as a Software Developer’s Kit for inclusion in private-labeled custom mobile applications. 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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For More Information, Media Contact:

Stephanie Vanderholm
svanderholm@metzger.com
media@RadishSystems.com
720-440-7560

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