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RADISH SYSTEMS TO DEBUT NEW CHOICEVIEW SOFTWARE DEVELOPERS KIT AT UPCOMING iOS DEV CAMP COLORADO

New SDK From Radish Allows Developers to Easily Add ChoiceView Functionality to New and Existing Apps for iPhone, iPad, and iPod touch

Boulder, Colo. -- (April 27, 2011) -- Radish Systems, developer of the revolutionary new mobile communications technology ChoiceView, will debut its new Software Developers Kit (SDK) for the Apple iOS developer platform at the upcoming iOS DevCamp Colorado event in Colorado Springs April 29-30. The Boulder-based company is one of the event's sponsors.

The new SDK from Radish enables mobile app developers to quickly and easily add ChoiceView functionality to new or existing iPhone, iPad, or iPod touch applications, thereby allowing faster, more rewarding transactions.

- Radish Systems' ChoiceView technology is an enterprise software and Communications-as-a-Service (CaaS) platform that allows businesses to instantly deliver any visual content requested by a mobile device user during a mobile phone call.
- Radish Systems created this new SDK as a part of their strategy to develop a growing base of ChoiceView-equipped smart mobile devices.
- The ChoiceView SDK allows mobile app developers to create new or enhance existing applications that will increase comprehension, decrease transaction time, and increase recall.
- ChoiceView-equipped mobile apps work with existing websites, interactive voice response systems and contact centers that businesses use to communicate with customers.

"The new SDK unleashes a wealth of opportunity for both business and developer communities to easily create or update existing mobile apps with the ChoiceView functionality," says Dr. Richard A. Davis, Radish Systems chief technology officer. "We are extremely excited by the positive feedback we're receiving from the industry for use of ChoiceView in a wide variety of business applications."

KS Technologies -- a company that creates custom hardware and software applications for the emerging mobile markets -- was one of the first developers to incorporate ChoiceView into mobile apps for its clients.

"We were relieved at how simple it was to integrate ChoiceView functionality into a new application," explains Bob Kressin, CEO of KS Technologies. "This allowed us to focus on the purpose of our app without having to concentrate on the heavy-lifting that is required for the capability that the ChoiceView SDK provides. In the mobile industry, we continually see that, although texting and chatting is popular, nothing beats the spoken word for winning the hearts of customers. The ChoiceView SDK allowed us to combine the power of the mobile platform for delivering visual content far superior to text-base chat with that of great customer service over the phone."

Getting Started. Radish Systems SDK is available for free for app development and testing purposes, and includes a single-use license of Radish's ChoiceView Agent software[1]. Apple iOS developers can start adding ChoiceView functionality to their new or existing applications immediately and will be able to then submit their customized mobile app to the Apple App Store at any time. The ChoiceView SDK is currently available in beta and can be received by contacting Radish Systems at www.RadishSystems.com/contact.

About Radish Systems

Based in Boulder, 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 app on the iPhone, iPad, and iPod touch; 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.

[1]Additional license fees apply for general market deployment.

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