



FOR IMMEDIATE RELEASE

Radialpoint Extends Support Services to Include In-Home Offering

Montreal, Canada – September 29, 2011 – Radialpoint, the leading provider of white-label Connected Home support and consumer services, today announces in-home consumer electronics (CE) installation and set-up for its technology brand customers – OEMs, MSOs/Telco's and Retailers.

Interest in consumer electronics devices and connectivity continues to hold strong. In Q2 2011, over 55 million flat screen (LED, LCD) TV's¹ and 84.3million PCs² were sold; by the end of the year, it is predicted that home theatre sales will reach \$11Billion³ and 1 in every 3 homes will have a home network. Add to this the emerging services like home automation and smart home management and the connected home is becoming increasingly complex. All of this reveals a significant business opportunity to help consumers make the most of their connected experiences by delivering enhanced installation and set up right in the home.

“Radialpoint is proud to offer in-home support services to our technology brand customers, providing a rich and robust service offering for their consumers,” said Michael Wexler, Radialpoint's Vice President Business Development and Product Strategy. “Consumers today want their new technology to work with their existing devices and services; they also want an easy, pain-free way to be up and running quickly with their new purchase. And they're willing to pay for this support. In fact, the in-home services market is estimated to reach \$10 Billion⁴ by 2013. By offering in-home services, Radialpoint continues our commitment to our customers by enabling them to deliver valuable customer experiences that deliver top-line revenue and support their core business.”

Combining In-Home support services with Radialpoint's rich partner ecosystem delivers a unified end to end consumer experience with the proven scalability and time to market benefits of an open SaaS platform. Some of the new Radialpoint In-Home services include:

- TV installation (basic table top set up and wall mounted installation)
- Home theatre system set-up and configuration

¹ Display Search – July 2011

² IDC – April 2011

³ Parks Associates - 2011

⁴ Parks Associates-2011

- Remote control configuration
- Video game set-up and configuration
- PC set-up, Triage and Repair
- Hardware installation and/or upgrades
- Wireless Networking Set-up and Configuration

“As consumers purchase a variety of new Internet enabled home entertainment systems, including TVs, PCs and networking solutions – which is finally bringing the Connected Home to life – they are now looking for TV, Voice and Internet service providers, retailers and OEMs to provide a Best-in-Class and professional field service solution,” said Mark Moon, Vice President of Business Development at Install it Today (IIT). “Combining our comprehensive nationwide network of licensed, trained and certified service professionals with Radialpoint’s product offering, we will be able to deliver end-to-end quality service, set-up, in-home consultation and installation in North America. We are pleased to join the Radialpoint family and look forward to working together to deliver a turnkey in-home support service solution for technology brands and their customers.”

“A recent [survey](#) reinforced what consumers have been telling us for a while, that support services influence purchase intent and drive technology adoption. This is why we work hard to bring to our customers a rich and diverse eco-system of partners that delivers a robust support offering they can’t get anywhere else. And because only Radialpoint has an open SaaS-based platform, we deliver a seamless customer experience with IIT, and all of our other partners, to deliver best-in-class support services,” concluded Wexler.

About Radialpoint

Radialpoint helps large consumer technology brands realize their share of the growing revenue potential of the Connected Home. Our Connected Home Services solutions generate revenue and deepen customer relationships by simplifying technology and solving end-user frustrations. We bring a partner-led platform-based SaaS solution to market that combines our customers’ assets and 3rd party services with our strategic and operational expertise to deliver end-to-end, monetized premium services. Some of the world’s most successful service providers, OEM’s and retailers are powered by Radialpoint generating nearly \$1B in revenues to date, and growing. Radialpoint is headquartered in Montreal, Canada with offices in the United States and Europe. For more information, visit www.radialpoint.com.

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