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RADVISION DEVELOPS NEXT GENERATION CONFERENCING ARCHITECTURE FOR MICROSOFT'S LIVE COMMUNICATIONS SERVER ENVIRONMENT

New RADVISION Software-based MCU, Part of iVIEW Middleware Product Family, to Tightly Integrate with Microsoft's Newest Desktop Client; Live Demonstration at VON Tradeshow

Fall VON, Boston and Fair Lawn, New Jersey, October 20, 2004 – RADVISION (Nasdaq: RVSN) today achieved a significant milestone in its support of Microsoft's multimedia communications architecture with the announced porting of its award-winning *viaIP* multimedia conferencing technology to a software architecture. This new product, which will be part of the iVIEW unified suite of software applications, will operate on a standard Windows-based server and is initially for use in a Microsoft Office Live Communications Server environment, delivering a standards-based non-proprietary solution that more naturally integrates with an enterprise's server-based suite of applications than a hardware-based solution would.

Expected to be available for custom development at the end of the year and generally available in the first quarter of 2005, this new multimedia conferencing platform is designed to capitalize on added functionality in Microsoft's upcoming next generation Live Communications client, which Microsoft announced yesterday in a separate release. Both of these solutions will be unveiled to the public in an integrated live demonstration in the Microsoft booth at the VON tradeshow in Boston this week. The hardware/software version of the solution, also with the upcoming Live Communications client, will also be featured in RADVISION's booth at the VON tradeshow.

The new RADVISION solution will leverage Microsoft Real Time Collaboration technology to deliver a powerful multimedia conferencing experience that is expected to set a new standard in cost per user, deliver the scalability necessary to support tens of thousands of clients, and provide new powerful bandwidth/network management functionality – all in a flexible platform that is ideal for building custom applications to address the specialized communication requirements of vertical markets, value added resellers, and system integrators.

And, when coupled with RADVISION's extensive gateway offerings, the solution seamlessly incorporates the Microsoft voice, video, and data client into a larger communications architecture that includes H.323, SIP and ISDN video end points, IP-PBX telephony systems, PSTN phones, and even emerging 3G video phones.

“Microsoft is pleased that RADVISION is delivering desktop multimedia communications solutions that help customers be more productive. The integration of our products is an important part of achieving that customer benefit,” said Andrew Sinclair, director, Real-Time Collaboration Group at Microsoft. “RADVISION’s flexible solution is an excellent fit for our vision of delivering presence-based integrated voice, video, and data solutions to any end point – whether in the meeting room, desktop, or on the road over 3G mobile.”

The new software solution will be part of RADVISION’s larger suite of integrated iVIEW applications. iVIEW features middleware and conferencing applications that seamlessly support simple and user-friendly point-to-point and conference calls at the employee desktop and the conference room. As middleware, the software bridges between a company’s communications/IT network and its end user voice/video devices and applications – making multimedia calling as easy as dialing a telephone or starting an IM conversation while also increasing ease of deployment and management by hiding system complexity from the system administrator.

“Business communications is about a lot more than the triple play of voice, data, and video running on an Ethernet LAN. We use the term 'multiple play' to describe how workers need to be able to communicate from their desktop computers, their telephones, their home offices, and using their cell phones and WiFi laptops while traveling,” said Gerry Kaufhold, principal analyst with In-Stat/MDR, a market research firm based in Scottsdale, Arizona. “RADVISION’s iVIEW middleware, when combined with the Microsoft Live Communications Server environment, provides a solution that will easily connect people to company calls wherever they are, and takes advantage of the ubiquitous user interface provided by Microsoft’s Real Time Collaboration technology to make video calls as easy as clicking an icon. It’s a dramatic breakthrough for business communications.”

One of RADVISION’s initial customers for the hardware version of its Live Communications Server-powered desktop conferencing solution is Wonderware, the world's leading supplier of industrial automation and information software. Wonderware is a business unit of Invensys Systems, Inc. “Wonderware is committed to leveraging the power of IT for enhanced employee productivity and communications,” said Jon Wagner, Development Support Manager of Wonderware. “Wonderware is very focused on finding the ideal desktop conferencing solution that offers an easy-to-use and easy-to-administer solution that tightly integrates with our other applications such as Instant Messaging and Outlook Calendar. We looked at a number of desktop platforms before deciding on the RADVISION/Microsoft solution and initiating a pilot more than three months ago. Since then Wonderware has been exceptionally pleased with the RADVISION/Microsoft solution and we are now in the initial stages of generally deploying the system enterprise wide.”

“The employee desktop is the new hub of multimedia communications – driven by advanced low cost and easy-to-use devices and software end points brought to market by Microsoft and others,” said Gadi Tamari, CEO of RADVISION. “Microsoft’s pioneering work in delivering integrated Instant Messaging, voice, video, and data communication and collaboration is the model of where we see the industry going and we are proud to be complementing their solution with our conferencing and video networking expertise.”

Product Availability

The RADVISION unified software platform, for use with Microsoft’s Live Communicators Server, is expected to be available in the fourth quarter of 2004 for custom development beta projects such as vertical applications and/or large customers. The solution is scheduled for general availability in the first quarter of 2005 – in support of the general availability of Microsoft’s upcoming live communications client.

About RADVISION

RADVISION LTD. (Nasdaq: RVSN) is the industry’s leading provider of high quality, scalable and easy-to-use products and technologies for videoconferencing, video telephony, and the development of converged voice, video and data over IP and 3G networks. For more information please visit our website at www.radvision.com.

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This press release contains forward-looking statements that are subject to risks and uncertainties. Factors that could cause actual results to differ materially from these forward-looking statements include, but are not limited to, general business conditions in the industry, changes in demand for products, the timing and amount or cancellation of orders and other risks detailed from time to time in RADVISION’s filings with the Securities Exchange Commission, including RADVISION’s Form 10-K Annual Report. These documents contain and identify other important factors that could cause actual results to differ materially from those contained in our projections or forward-looking statements. Stockholders and other readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made. We undertake no obligation to update publicly or revise any forward-looking statement.