



PRESS RELEASE

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RADVISION APPOINTS NEW GENERAL MANAGER TO LEAD NETWORKING BUSINESS FOR ASIA PACIFIC REGION

Glen Rock, New Jersey, November 6, 2003 -- RADVISION (Nasdaq: RVSN) has named Giora Kanner as General Manager of its Networking Business in Asia Pacific. Based in the Hong Kong, Mr. Kanner will oversee all operations for the region including managing the sales, marketing and customer support of RADVISION's complete product line of videoconferencing and video telephony network infrastructure solutions.

Reporting directly to Adit Tevel, Senior Vice President of International Sales for RADVISION's Networking Business, Mr. Kanner will be responsible for developing and expanding opportunities within this region to further build upon RADVISION's leading position in the videoconferencing market.

Mr. Kanner has built a successful track record developing high-growth and profitable operations. Mr. Kanner most recently served as vice president at Orbotech Asia. Prior to that Mr. Kanner served as the General Manager of Orbotech in Taiwan. Prior to Orbotech Mr. Kanner served at Digital Equipment Corp. as a business unit manager where he managed the sales of large outsourcing contracts in the field of IT and communication.

"Giora brings to RADVISION extensive sales management experience and in-depth knowledge of the Asian/Pacific markets, making him the ideal person to expand the strong growth we are already seeing in the region over the last year," stated Adit Tevel, Senior Vice President of International Sales, RADVISION Networking Business. "AsiaPacific, with its growing reliance on multimedia communications for everyday business and the already huge installation of IP communications throughout the regions, will be central to the company's success. I am confident that Giora, with his track record of managing large operations spanning AsiaPacific, will be a key player in enabling RADVISION to maintain and grow its leadership position in

bringing advanced video conferencing, multimedia communication and collaboration solutions to the Asian market.”

About RADVISION Conferencing Solutions

RADVISION offers one of the broadest and most complete sets of video, voice, and data conferencing network solutions for IP and ISDN-based networks, supporting the majority of end points in the market today. The RADVISION solution features powerful multipoint conferencing units (MCUs), scalable H.323, SIP, 3G and ISDN gateways and gatekeepers, and easy-to-use management and scheduling tools for the IT manager and end user. RADVISION also provides businesses and service providers with integrated solutions that deliver converged IP-based video telephony applications to employee computer desktops and residential broadband homes worldwide.

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.