



PRESS RELEASE

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VIDEOCONFERENCING INDUSTRY VETERAN JOINS RADVISION AS VP OF VIDEOCONFERENCING SALES, AMERICAS

*Former President and Sr. VP of Sales and Marketing of
VSGi To Lead Video Sales Team*

Glen Rock, New Jersey, April 7, 2003 -- RADVISION LTD. (Nasdaq: RVSN) today announced that Rob Hughes has been named Vice President of Sales, Americas, for RADVISION's Networking Business Unit, which offers the broadest and most complete set of videoconferencing network solutions for IP- and ISDN-based networks in the industry. Hughes brings to RADVISION extensive conferencing sales experience from both the channel and vendor side and will lead RADVISION's videoconferencing sales efforts throughout North, Central and South America.

Prior to joining RADVISION, Hughes was the President of VSGi, a leading provider of video, audio and data collaboration technologies throughout the United States. Before becoming the company's president, Hughes was VSGi's Senior VP of Sales and Marketing, where he oversaw all of VSGi's customer- and market-facing functions, including VSGi's worldwide sales, services and marketing organizations.

Before joining VSGi, Hughes was Vice President of North American Channel Sales for Polycom, a voice, video and data conference solutions provider. At Polycom, Hughes was a key member of the company's sales organization, joining when the company was a start up and played a key role in the company's growth to a \$375 million organization in 2001. Hughes was directly responsible for the development of Polycom's channel development and won the company's Sales Pinnacle award in 1999 for top contributor in Polycom's worldwide sales organization.

“Rob is one of the most experienced professionals in the field today in delivering and nurturing the sale of videoconferencing and multimedia collaboration solutions through a channel sales strategy,” said Gadi Tamari, CEO of RADVISION. “With his huge industry talents and contacts, as well as his extensive marketing experience, we expect Rob to make a significant impact both in improving our already strong channel relationships and increasing US revenues.”

“I have been tracking RADVISION since they first emerged on the scene over ten years ago as a pioneer in IP/ISDN-based visual communications solutions,” said Hughes. “I believe that RADVISION is poised to capitalize on the move to IP-centric visual communications in the enterprise, at the home, and on the road and I am confident that my skills and contacts will play a strong role in driving sales in the Americas.”

Hughes holds a B.S. from Northwestern University and an MBA from Loyola University, Chicago.

About RADVISION

RADVISION (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

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.