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**RADVISION RECEIVES 2009 COMMUNICATIONS SOLUTIONS PRODUCT OF THE YEAR AWARD**

*RADVISION's iVIEW SCOPIA Management Suite Recognized for Outstanding Innovation*

**TEL AVIV, July 13, 2010 – RADVISION® Ltd. (Nasdaq: RVSN)**, a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced that [Technology Marketing Corporation](#) (TMC) has named RADVISION's iVIEW SCOPIA Management Suite as a recipient of a 2009 Communications Solutions Product of the Year Award.

RADVISION's [iVIEW SCOPIA Management Suite](#) provides a comprehensive management solution for video communications. With iVIEW, enterprises can efficiently manage a diverse, distributed video conferencing network including endpoints and infrastructure. iVIEW's endpoint management capabilities have been recently enhanced to manage the diverse range of video conferencing endpoints enterprises have to choose from including systems from Polycom, Samsung, SONY and Tandberg, along with RADVISION's [SCOPIA product line](#). Noted endpoint management capabilities include:

- Centralized Access – easily gather system information from a single access point
- Centralized Monitoring – continuously monitor status and reports when there is a problem
- Maintenance – via remote firmware upgrades, configuration settings and system resets
- Centralized Directory – remotely distribute address books to systems.

iVIEW provides detailed capabilities to manage user access and costs including controls for maximum bandwidth and participants allowed. Integration with Microsoft and IBM Lotus infrastructure offers the ability to utilize existing enterprise applications for user authentication, conference scheduling, or call launching via instant messaging. Comprehensive reporting tools provide administrators insight into their video conferencing utilization, trends, and usage growth, for investment justifications.

iVIEW also enables distributed conferencing solutions by creating “Virtual MCUs”, a patented approach where conferences are transparently created across multiple discrete MCUs distributed in different locations. With increasing numbers of endpoints and high definition bandwidth requirements demanding a distributed architecture for effective bandwidth management, iVIEW provides a simple approach for a distributed deployment making the complexity of the network transparent to users. Conference entry is via a single phone number or web address even when the conference is distributed across multiple MCUs.

“iVIEW provides a comprehensive management solution with tremendous diversity in supporting multiple vendor’s systems and geographic locations of a video conferencing deployment,” said Roberto Giamagli, General Manager, Networking Business Unit for RADVISION. “This award is recognition for iVIEW’s ability to make the video conferencing administrator’s job easy.”

“RADVISION has been recognized with a 2009 Product of the Year Award for their admirable efforts in the advancement of video communications,” said [Rich Tehrani](#), CEO, TMC. “iVIEW has shown benefits for its customers and provides ROI for the companies that use it. Congratulations to the entire team at RADVISION. I look forward to more innovative solutions from them in the coming year.”

The Communications Solutions Product of the Year Award recognizes the vision, leadership, and thoroughness that are characteristics of the prestigious award. The most innovative products and services brought to the market from March 2008 through March 2009 were chosen as winners of the Communications Solutions Product of the Year Award. The 2009 Communications Solutions Product of the Year Award winners are published on the [INTERNET TELEPHONY](#) and [Customer Interaction Solutions](#) Web site.

#### **About RADVISION**

RADVISION (Nasdaq: RVSN) is the industry’s leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video communications solutions and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit [blog.radvision.com](#). For more information about RADVISION, visit [www.radvision.com](#).

#### **About TMC**

Technology Marketing Corporation (TMC) is a global, integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN](#) magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the [top 3,500](#) in Quantcast's Top U.S. sites, placing TMCnet in the nation’s top .03% most visited Web sites. In addition, TMC produces [ITEXPO](#); [4GWE Conference](#) and [M2M Evolution](#) (in conjunction with Crossfire Media); [Digium|Asterisk World](#) (in conjunction with Digium); and [Smart Grid Summit](#) (in conjunction with Intelligent Communication Partners). TMC serves other communications market segments with the [Cloud Communications Summit](#) (in conjunction with Light and Electric); [CVx](#) ChannelVision Expo (in conjunction with Beka Publishing); and [MSPWorld](#)<sup>TM</sup> (in conjunction with the MSP Alliance). For more information about TMC, visit [www.tmcnet.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, our ability to integrate the Aethra video assets into our product offerings, 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 20-F 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.*

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**TRENDCHIP TECHNOLOGIES ADOPTS RADVISION CLIENT TECHNOLOGY****RADVISION's Multimedia Terminal Framework deployed in TrendChip IAD product line**

**TEL AVIV, July 13, 2010 – RADVISION® Ltd. (Nasdaq: RVSN)**, a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, announced that TrendChip Technologies has licensed RADVISION technology for embedding VoIP in their products.

TrendChip Technologies, a Taiwanese company that designs and manufactures ADSL CPE chipsets, is using RADVISION's [Multimedia Terminal Framework](#) (MTF) in their latest Integrated Access Device (IAD) and Analog Telephony Adapter (ATA) solutions. The company incorporated RADVISION's MTF into their TC3182P2V and TC3182LEV products in order to leverage the Framework's high performance and rich VoIP call control functionality. These powerful features are especially important for IAD operation, making the MTF a critical component of TrendChip's device offering.

"We selected RADVISION's MTF because it gave us the flexibility and control we require for developing our IAD solutions," said Anthony Guo, Director of Marketing for TrendChip. "It lets us establish the credibility in front of customers for adopting our IAD solutions. We're very pleased with the decision of choosing RADVISION's MTF."

"We are honored to collaborate with TrendChip on their new IAD solution," said Amir Zmora, VP Marketing and Products for RADVISION's Technology Business Unit. "By using our MTF and leveraging RADVISION's years of investment in VoIP technology, interoperability and easy-to-integrate APIs, TrendChip was able to quickly develop and release their product to market."

**About RADVISION**

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### **About TrendChip Technologies**

Established in 2001 and with a paid-up capital of NT 368 million, TrendChip (Stock code: 3614) is a leading maker focused on the design of broadband access chipsets. It boasts world-class R&D, technical support and sales teams for broadband communications. TrendChip's most cost-effective ADSL chipsets and complete communication software are being used widely by its world-class telecommunications customers. With its annual shipment achieving a substantial growth of more than 60% in 2009, its market share now exceeds 20%. On Mar. 11, 2010, TrendChip and Ralink, who is with 12% global market share for Wi-Fi chips, have signed a deal to merger to become Ralink Technology Corp., it will create one of Top 30 fabless semiconductor company. New Ralink will be positioned to drive the growth of high-performance yet cost-effective 'triple play' voice, video, and data services throughout the Networked Digital Home.

To learn more about Trendchip, please visit: <http://www.trendchip.com.tw/>

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**RADVISION LAUNCHES FIRST APPLE IPAD CONTROL APPLICATION FOR VIDEO  
CONFERENCING ROOM SYSTEMS**

*SCOPIA Control Adds Intuitive Multi-Touch Control to SCOPIA XT1000 HD Room System Enabling  
Extremely Simple to Use HD Video Conferencing*

**BOSTON Wainhouse Research Collaboration Summit and TEL AVIV, July 20, 2010 – RADVISION® Ltd. (Nasdaq: RVSN)**, a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced SCOPIA Control for the SCOPIA XT1000 HD room system, the first Apple® iPad™ application for control of video conferencing room systems.

[SCOPIA Control](#) provides a highly intuitive user interface for the recently introduced [SCOPIA XT1000](#) HD video conferencing room system. The learning curve for using a video conferencing system is virtually eliminated with the SCOPIA Control application. First time users can initiate calls, control their video conferencing systems and moderate meetings without any training or introduction.

“Many enterprise video conferencing users are intimidated with the need to navigate multiple user interfaces using a variety of remote controls or traditional A/V control panels,” said Andrew W. Davis, Senior Partner at Wainhouse Research. “RADVISION’s choice of providing a consistent user interface running on the readily available and extremely easy to use iPad is a great decision. Many users will be already familiar with the device and will be naturally drawn to the iPad to initiate and control their conference.”

Leveraging the revolutionary iPad with its large screen, excellent graphics and Multi-Touch™ user interface provides an outstanding platform for SCOPIA Control. Apple’s iPad has been already proven a success, shipping three million units in just 80 days of its introduction with continued fast growth of its installed base. Utilizing the iPad provides a cost effective control application that does not require an expensive, proprietary device. With the iPad form factor being completely wireless, it also eliminates the conference room clutter provided with other video conferencing control devices.

Key benefits of SCOPIA Control:

- **Easily Join Meetings** – join meetings from the integrated conference room calendar with a single click. Through the intuitive touch screen interface of the iPad, place calls, access a corporate directory and previously placed calls with no directions required.

- **Invite Other Participants** – easily add additional participants to a meeting by accessing a corporate directory.
- **SCOPIA XT1000 Room System Control** – mute microphones, select video sources, control near-end and far-end PTZ cameras and start presenting.
- **Meeting Moderation** – moderate meetings easily through the meeting participants list, mute the microphones of other participants, stop their cameras or even disconnect other participants. Change the video layout and choose the number of other attendees each participant sees. Also start or pause conference recording or streaming, lock the meeting, and extend or end the meeting.
- **Advanced Data Collaboration** – view presentations, spreadsheets, documents and images shared in a video conference with H.239 interoperable data collaboration. Immediately review previously shared data and catch-up from a late arrival, or spend additional time on critical points in materials presented without disturbing other conference participants.

“Traditionally, joining a conference, controlling the endpoint and moderating the conference have all had different user interfaces on different devices. This has made participating in a video conference complicated and users are asking for easier ways to manage their total video conferencing user experience,” said Roberto Giamagli, General Manager, Networking Business Unit for RADVISION. “With SCOPIA Control, all aspects of joining, participating and managing a meeting are presented in a consistent and elegant interface on the iPad. It’s so simple to use, that once users try SCOPIA Control they will never want to go back to the standard remote again.”

RADVISION’s new SCOPIA Control application for the Apple iPad will be available in September. SCOPIA Control along with the SCOPIA XT1000 HD room system will be demonstrated at the Wainhouse Research Collaboration Summit in Boston, July 20 - 21.

#### **About RADVISION**

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Apple® iPad™ and Multi-Touch™ are trademarks of Apple Inc., registered in the U.S. and other countries.

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### **RADVISION LTD. COMMENCES PARTIAL CASH SELF TENDER OFFER AND CALLS EXTRAORDINARY GENERAL MEETING OF SHAREHOLDERS**

**Tel Aviv, Israel, July 27, 2010** -- RADVISION Ltd. (Nasdaq & TASE: RVSN) announced today that it is commencing a self tender offer to purchase 5.0% of its voting power (currently, 976,212 RADVISION shares) for \$7.30 per share, net to the seller in cash, less any required withholding taxes and without interest. In the event that more than the maximum number of shares offered to be purchased in the tender offer are tendered, RADVISION will purchase shares on a pro rata basis. In connection with the offer, RADVISION has scheduled an Extraordinary General Meeting of Shareholders to be held at 10:00 a.m. (Israel time) on Tuesday, August 31, 2010, at RADVISION's offices at 24 Raoul Wallenberg Street, Tel Aviv, Israel, for the purpose of ratifying and approving the offer. The record date for the meeting is August 2, 2010. Pursuant to Israeli law, the approval of the offer requires the shareholders of RADVISION to approve the offer by a special majority (the affirmative vote of the holders of a majority of the RADVISION shares present, in person or by proxy, and voting on the matter, provided that either (i) such majority includes at least one-third of the votes of disinterested shareholders voting on the matter (not including abstentions) or (ii) the total number of votes of disinterested shareholders voted against the matter does not exceed one percent of RADVISION's voting power), at the Extraordinary General Meeting of Shareholders.

As of July 26, 2010, there were 19,524,230 RADVISION shares issued and outstanding (excluding 2,991,993 RADVISION shares held as treasury shares). As a result, if RADVISION purchases 976,212 RADVISION shares in the offer (the number of RADVISION shares currently expected to be purchased in the offer), it would hold 3,968,205 RADVISION shares in treasury, representing approximately 17.62% of the issued RADVISION shares (this includes the 2,991,993 RADVISION shares held in treasury on the date of the commencement of the offer). As of July 26, 2010, Mr. Zohar Zisapel, the Chairman of the board of directors of RADVISION, beneficially owned approximately 24.97% of the issued and outstanding RADVISION shares (excluding shares held by RADVISION in treasury, but including options, held by Mr. Zisapel, to purchase 45,000 RADVISION shares that are exercisable as of today or within 60 days of today) and 24.80% of the RADVISION voting power. Since Mr. Zisapel informed RADVISION that he is not going to tender shares in the offer, Mr. Zisapel's aggregate percentage of the voting power of RADVISION will exceed 25.0% following consummation of the offer, and he will hold approximately 26.11% of RADVISION's voting power. Accordingly, RADVISION was

advised that it would be required to conduct the offer as a “special tender offer” meeting the requirements of Israeli law.

On July 26, 2010, the last full trading day on NASDAQ and on the Tel Aviv Stock Exchange before commencement of the offer, the closing sale price of the RADVISION shares was \$6.64 on NASDAQ and NIS 24.64 (\$6.39 based on an exchange rate of NIS 3.859 per United States dollar as of July 26, 2010) on the Tel Aviv Stock Exchange.

The initial period of the tender offer and withdrawal rights are scheduled to expire at 10:00 a.m., New York time, or 5:00 p.m., Israel time, on Thursday September 2, 2010, unless the initial period is extended by RADVISION. As required by Israeli law, if the conditions to the offer have been satisfied (or waived, to the extent permitted by applicable law) as of the completion of the initial offer period, RADVISION will provide an additional period of five calendar days during which shareholders may tender their shares. However, shareholders will have no withdrawal rights during such additional five calendar day period.

The tender offer is conditioned upon: (1) RADVISION shares representing 5.0% of the outstanding shares and voting power of RADVISION (currently, 976,212 RADVISION shares) having been validly tendered and not withdrawn prior to the completion of the initial offer period, (2) as required by Israeli law, at the completion of the initial offer period, the aggregate number of shares tendered in the offer (excluding shares tendered by our affiliates) being greater than the number of shares represented by notices of objection to the offer, (3) the shareholders of RADVISION approve the offer by a special majority (as described above) at the Extraordinary General Meeting of Shareholders; and (4) the fulfillment of certain other conditions specified in the Offer to Purchase relating to the tender offer. The tender offer is not conditioned on the receipt of financing.

The complete terms and conditions of the tender offer, including important U.S. and Israeli income and withholding tax considerations relating to the tender offer, are contained in the Offer to Purchase included as an exhibit to the Tender Offer Statement on Schedule TO filed today with the U.S. Securities and Exchange Commission (SEC) and with the Israeli Securities Authority (ISA). American Stock Transfer & Trust Company is the U.S. Depository for the offer and Clal Finance Batucha Investment Management Ltd. is the Israeli Depository for the offer.

### **Additional Information and Where to Find It**

Proxy statements describing the proposal on the agenda for the Extraordinary General Meeting of Shareholders and proxy cards for use by shareholders that cannot attend the meeting in person will be sent by mail, on or about August 4, 2010, to RADVISION'S shareholders of record and to shareholders that hold shares registered with the American Stock Transfer & Trust Company. RADVISION will also furnish the proxy statement to the SEC on Form 6-K. **SECURITY HOLDERS ARE STRONGLY ADVISED TO READ THE PROXY STATEMENT WHEN IT BECOMES AVAILABLE, BECAUSE IT WILL CONTAIN IMPORTANT INFORMATION RELATING TO THE OFFER.** The proxy statement and other documents may be obtained for free at RADVISION'S offices at 24 Raoul Wallenberg Street, Tel Aviv, Israel, during regular business hours, as well as from RADVISION'S Web site at [www.radvision.com/Corporate/Investors](http://www.radvision.com/Corporate/Investors) or by directing such request to the Information Agent or our Israeli Legal Counsel (see below).

### **IMPORTANT NOTICE:**

IMPORTANT DISCLOSURE RELATING TO TAX CONSIDERATIONS APPLICABLE TO RADVISION'S SELF TENDER OFFER, INCLUDING A TAX OPINION THE COMPANY RECEIVED WITH RESPECT TO THE WITHHOLDING TAX RATES APPLICABLE TO THE OFFER, IS INCLUDED IN THE OFFER TO PURCHASE. SHAREHOLDERS ARE URGED TO REVIEW THIS DISCLOSURE CAREFULLY AND TO CONSULT THEIR OWN TAX ADVISORS AS TO THE TAX CONSEQUENCES TO THEM OF TENDERING SHARES IN THE TENDER OFFER.

THIS IS NOT AN OFFER TO BUY OR THE SOLICITATION OF AN OFFER TO SELL ANY RADVISION SHARES. THE TENDER OFFER THAT IS DESCRIBED IN THIS PRESS RELEASE WILL ONLY BE MADE THROUGH THE OFFER TO PURCHASE, LETTER OF TRANSMITTAL AND RELATED TENDER OFFER DOCUMENTS. ALL HOLDERS OF RADVISION SHARES SHOULD READ THE TENDER OFFER MATERIALS, WHICH ARE BEING FILED TODAY BY RADVISION, WITH THE SEC AND THE ISA. HOLDERS OF RADVISION SHARES SHOULD READ THE TENDER OFFER MATERIALS BECAUSE THEY CONTAIN IMPORTANT INFORMATION ABOUT THE TENDER OFFER. THE TENDER OFFER MATERIALS AND OTHER FILED DOCUMENTS WILL BE AVAILABLE AT NO CHARGE ON THE SEC'S WEBSITE AT [HTTP://WWW.SEC.GOV](http://www.sec.gov) AND ON THE ISA'S WEBSITE AT [HTTP://WWW.MAGNA.ISA.GOV.IL](http://www.magna.isa.gov.il), AND WILL ALSO BE MADE AVAILABLE WITHOUT CHARGE TO ALL SHAREHOLDERS BY CONTACTING EITHER MACKENZIE PARTNERS, INC., THE INFORMATION AGENT IN THE UNITED STATES OR MR. YONI HENNER OF GOLDFARB, LEVY, ERAN, MEIRI, TZAFRIR & CO., LEGAL COUNSEL IN ISRAEL, AT THE ADDRESSES OR TELEPHONE NUMBERS SET FORTH BELOW. SHAREHOLDERS ARE URGED TO READ THESE MATERIALS CAREFULLY BEFORE MAKING ANY DECISION WITH RESPECT TO THE TENDER OFFER.

## **ABOUT RADVISION**

RADVISION (Nasdaq and TASE: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video networking infrastructure and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit [developer.radvision.com](http://developer.radvision.com) and [blog.radvision.com](http://blog.radvision.com). For more information about RADVISION, visit <http://www.radvision.com>.

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**RADVISION REPORTS BETTER THAN FORECAST RESULTS  
FOR SECOND QUARTER OF 2010**

**- Revenues are \$23.3 Million -**

**- GAAP Net Loss is \$0.04 per Diluted Share; Non-GAAP Net Income is \$0.02 per Diluted Share -**

**TEL AVIV, August 4, 2010 -- RADVISION® (Nasdaq: RVSN)** reported today that revenues for the second quarter of 2010 were \$23.3 million, an increase of 19% from \$19.6 million in the second quarter of 2009 and 6% above the Company's forecast.

The operating loss for the second quarter of 2010 was \$0.6 million and the net loss was \$0.7 million, or \$0.04 per diluted share. On a non-GAAP basis, the Company recorded operating income of \$0.6 million and net income of \$0.5 million, or \$0.02 per diluted share, for the second quarter of 2010. This excludes \$0.6 million of expense for amortization of purchased intangibles related to the acquisition of certain assets of the Aethra group of companies announced in February 2010, \$0.6 million for the effects of stock-based compensation expense in accordance with ASC 718 (previously SFAS 123R) and a loss of \$0.03 million due to the write-down of certain Auction Rate Securities. The total amount excluded for non-GAAP purposes was \$1.2 million, equivalent to \$0.06 per diluted share.

For the second quarter of 2009, operating income was \$0.4 million and net income was \$0.4 million, or \$0.02 per share. On a non-GAAP basis, operating income was \$1.5 million and net income was \$1.6 million, or \$0.08 per diluted share, in the second quarter of 2009. The non-GAAP amounts for the second quarter of 2009 exclude stock-based compensation expense of \$1.1 million, equivalent to \$0.06 per diluted share.

For the first six months of 2010, revenues were \$44.1 million, the operating loss was \$4.9 million and the net loss was \$5.1 million, or \$0.26 per diluted share. This compares with revenues of \$37.9 million, an operating loss of \$0.9 million and a net loss of \$0.4 million, or \$0.02 per diluted share, in the first six months of 2009.

On a non-GAAP basis, the Company had operating income of \$0.02 million and a net loss of \$0.2 million or \$0.01 per diluted share for the first six months of 2010. This compares with operating income of \$1.3 million and net income of \$2.1 million or \$0.11 per diluted share for the first six months of 2009. Non-GAAP amounts in the first half of 2010 exclude a total of \$2.8 million of one-time expenses related to the Company's acquisition of the Aethra assets, \$0.8 million of expense for amortization of purchased Aethra intangibles, \$1.3 million for the effects of stock-based compensation expense and a loss of \$0.05 million due to the write-down of certain Auction Rate Securities. The total amount excluded for non-GAAP purposes in the first half of 2010 was \$4.9 million, equivalent to \$0.25 per diluted share. Non-GAAP amounts in the first half of 2009 exclude the effect of stock-based compensation expense of \$2.3 million and a loss of \$0.2 million due to the write-down of certain Auction Rate Securities, with the total of \$2.5 million equivalent to \$0.13 per diluted share.

The reconciliation between GAAP net income and Non-GAAP net income is provided in the tables at the end of this release.

Total revenues for the second quarter of 2010 consisted of \$19.2 million for the Networking Business Unit (NBU) and \$4.1 million for the Technology Business Unit (TBU). This compares with \$15.0 million for the NBU and \$4.6 million for the TBU reported in the second quarter of 2009.

The Company's forecast for the second quarter of 2010, presented on April 28, was for revenues of \$22.0 million (consisting of NBU revenues of \$18.0 million and TBU revenues of \$4.0 million), non-GAAP operating income of \$0.1 million and non-GAAP net income of \$0.1 million or \$0.01 per diluted share.

The Company ended the second quarter of 2010 with approximately \$122.2 million in cash and liquid investments, equivalent to \$6.26 per basic share, a decrease of \$1.1 million from March 31, 2010. The decrease reflects \$0.4 million used for operating activities and \$0.8 million used for capital expenditures offset by \$0.1 million from the exercise of options.

Boaz Raviv, Chief Executive Officer, commented: "Our second quarter revenue growth reflects better than expected performance by our NBU and TBU. The continued success of our SCOPIA Elite platform drove strong infrastructure sales in our NBU, including with Cisco. We have now introduced further advancements to the SCOPIA Elite in its telepresence interoperability as well as in video conferencing control through SCOPIA Mobile, a free application for Apple devices.

"Our second quarter growth also included important ramp-up in our revenues from endpoints, which exceeded 10% of second quarter NBU revenues and included initial sales of the SCOPIA XT1000 high definition room conferencing system, with shipment beginning only a few days before quarter-end. Market response and initial demand were stronger than we expected."

Mr. Raviv concluded: "The addition of endpoint products to our product offerings has transformed our position in the video marketplace. We are now an end-to-end video conferencing solutions company, with a portfolio of solutions distinguished by high performance, pricing, superior interoperability and ease of use. We have seen the tangible results in the accelerated expansion of our reseller channel and our success in competitive bids. We plan to move forward from here through further channel expansion and technology development, with our roadmap focused on delivering advanced solutions with distinguishing features that will help broaden the video conferencing market."

## **Guidance**

*The following statements are forward-looking, and actual results may differ materially.*

The Company expects to report revenues for the third quarter of 2010 of approximately \$24.0 million and a net loss of approximately \$0.6 million or \$0.03 per diluted share. This includes stock-based compensation expense in accordance with ASC 718 of \$0.6 million and amortization of purchased intangible assets of \$0.5 million. Excluding these items, non-GAAP net income for the third quarter of 2010 is expected to be \$0.5 million or \$0.02 per diluted share. That compares to revenues in the third quarter of 2009 of \$20.4 million and net income of \$1.2 million, or \$0.06 per diluted share. This included stock-based compensation expense of \$1.0 million and a loss of \$0.3 million due to the write-down of certain Auction Rate Securities. Excluding the effect of these items, non-GAAP net income for the third quarter of 2009 was \$2.5 million, or \$0.13 per diluted share. (Full details of the Company's forecast are available on the Company's web site at [www.radvision.com](http://www.radvision.com).)

## **GAAP versus NON-GAAP Presentation**

To supplement the consolidated financial statements presented in accordance with generally accepted accounting principles in the United States ("GAAP"), the Company uses non-GAAP measures of operating results, net income and earnings per share, which are adjusted from results based on GAAP to exclude net profit and loss from other than temporary impairment of available-for-sale marketable securities, the expenses recorded for stock compensation in accordance with ASC 718, amortization of purchased intangibles, acquisition-related costs and acquisition-related restructuring expenses, net. These non-GAAP financial measures are provided to enhance overall understanding of the current financial performance and prospects for the future. Specifically, the Company believes the non-GAAP results provide useful information to both management, and investors as these non-GAAP results exclude other than temporary impairment of available-for-sale marketable securities, the expenses recorded for stock compensation in accordance with ASC 718, amortization of purchased intangibles, acquisition-related costs and acquisition-related restructuring expenses, net that the Company believes are not indicative of the core operating results. Further, these non-GAAP results are one of the primary indicators management uses for assessing the Company's performance, allocating resources and planning and forecasting future periods. These measures should be considered in addition to results prepared in accordance with GAAP, but should not be considered a substitute for or

superior to GAAP results. These non-GAAP measures may be different from the non-GAAP measures used by other companies.

### **Second Quarter 2010 Earnings Conference Call/Webcast**

RADVISION will hold a conference call to discuss its second quarter 2010 results and third quarter outlook, today, Wednesday, August 4, at 9:00 a.m. (Eastern). To access the conference call, please dial 1-877-601-3546 (International dialers may call +1-210-839-8500) by 8:45 a.m. (Eastern). The passcode "RADVISION" will be required to access the live conference call. A live webcast of the conference call also will be available on the Company's website and archived on the site until the next quarter. Simply click on the following link or copy it onto your browser: [www.radvision.com/Corporate/Investors/FinancialReports/](http://www.radvision.com/Corporate/Investors/FinancialReports/). A replay of the call will be available beginning approximately one hour after the conclusion of the call through 11:00 p.m. (Eastern) on August 10<sup>th</sup>. To access the replay, please dial 1-866-391-4971 (International dialers may call +1-203-369-0424).

The PowerPoint presentation highlighting key financial metrics as well as the third quarter 2010 estimate also will be available in the Investor Relations section of the company's website. The presentation will be available beginning at 8:00 a.m. (Eastern) on August 4<sup>th</sup> and will be archived on the website until the end of the third quarter.

### **About RADVISION**

RADVISION (Nasdaq: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video communications solutions and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit [blog.radvision.com](http://blog.radvision.com). For more information about RADVISION, visit [www.radvision.com](http://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, our ability to integrate the Aethra video assets into our product offerings, 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 its Annual Report on Form 20-F. 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.*

- TABLES FOLLOW -

**RADVISION LTD. AND ITS SUBSIDIARIES**

**CONSOLIDATED STATEMENTS OF INCOME**

**U.S. dollars in thousands, except share and per share data**

	<b>Three months ended June 30,</b>		<b>Six months ended June 30,</b>	
	<b>2010</b>	<b>2009</b>	<b>2010</b>	<b>2009</b>
	<b>Unaudited</b>			
Revenues	\$ 23,328	\$ 19,582	\$ 44,081	\$ 37,881
Cost of revenues	6,052	4,224	11,287	8,335
Gross profit	17,276	15,358	32,794	29,546
Operating costs and expenses:				
Research and development	7,900	6,733	15,453	13,817
Marketing and selling	7,973	6,911	15,722	13,996
General and administrative	1,421	1,297	2,870	2,679
Amortization of purchased intangibles	570	-	784	-
Acquisition-related costs	-	-	364	-
Acquisition-related restructuring expenses , net	-	-	2,460	-
Total operating costs and expenses	17,864	14,941	37,653	30,492
Operating income (loss)	(588)	417	(4,859)	(946)
Financial income, net	226	372	498	1,004
Income (loss) before taxes on income	(362)	789	(4,361)	58
Taxes on income	(370)	(353)	(731)	(459)
Net income (loss)	<u>\$ (732)</u>	<u>\$ 436</u>	<u>\$ (5,092)</u>	<u>\$ (401)</u>
Basic net earnings (loss) per Ordinary share	<u>\$ (0.04)</u>	<u>\$ 0.02</u>	<u>\$ (0.26)</u>	<u>\$ (0.02)</u>
Weighted Average Number of Shares Outstanding During the Period – Basic	<u>19,520,555</u>	<u>19,429,130</u>	<u>19,516,843</u>	<u>19,496,699</u>
Diluted net earnings (loss) per Ordinary share	<u>\$ (0.04)</u>	<u>\$ 0.02</u>	<u>\$ (0.26)</u>	<u>\$ (0.02)</u>
Weighted Average Number of Shares Outstanding During the Period – Diluted	<u>19,520,555</u>	<u>19,518,982</u>	<u>19,516,843</u>	<u>19,496,699</u>

**CONSOLIDATED STATEMENTS OF INCOME (Cont.)**

U.S. dollars in thousands, except per share data

**Reconciliation of GAAP to NON-GAAP Operating Results**

To supplement the consolidated financial statements presented in accordance with generally accepted accounting principles in the United States ("GAAP"), the Company uses non-GAAP measures of operating results, net income and earnings per share, which are adjusted from results based on GAAP to exclude net profit or loss from other than temporary impairment of available for sale marketable securities, the expenses recorded for stock compensation in accordance with ASC 718, amortization of purchased intangibles, acquisition-related costs and acquisition-related restructuring expenses, net. These non-GAAP financial measures are provided to enhance overall understanding of the current financial performance and prospects for the future. Specifically, the Company believes the non-GAAP results provide useful information to both management, and investors as these non-GAAP results exclude other than temporary impairment of available for sale marketable securities, the expenses recorded for stock compensation in accordance with ASC 718, amortization of purchased intangibles, acquisition-related costs and acquisition-related restructuring expenses, net that the Company believes are not indicative of the core operating results. Further, these non-GAAP results are one of the primary indicators management uses for assessing the Company's performance, allocating resources and planning and forecasting future periods. These measures should be considered in addition to results prepared in accordance with GAAP, but should not be considered a substitute for or superior to GAAP results. These non-GAAP measures may be different than the non-GAAP measures used by other companies.

The following table reconciles the GAAP to non-GAAP operating results:

	Three months ended					
	June 30, 2010			June 30, 2009		
	(Unaudited)					
	GAAP results (as reported)	Non-GAAP Adjustment (*)	Non-GAAP results	GAAP results (as reported)	Non-GAAP Adjustment (*)	Non-GAAP results
Gross profit	\$ 17,276	\$ 26	\$ 17,302	\$ 15,358	\$ 83	\$ 15,441
Total operating costs and expenses	\$ 17,864	\$ (1,157)	\$ 16,707	\$ 14,941	\$ (1,034)	\$ 13,907
Operating income (loss)	\$ (588)	\$ 1,183	\$ 595	\$ 417	\$ 1,117	\$ 1,534
Income (loss) before taxes on income	\$ (362)	\$ 1,214	\$ 852	\$ 789	\$ 1,117	\$ 1,906
Net income (loss)	\$ (732)	\$ 1,214	\$ 482	\$ 436	\$ 1,117	\$ 1,553
Basic net earnings (loss) per Ordinary share	\$ (0.04)	\$ 0.06	\$ 0.02	\$ 0.02	\$ 0.06	\$ 0.08
Diluted net earnings (loss) per Ordinary share	\$ (0.04)	\$ 0.06	\$ 0.02	\$ 0.02	\$ 0.06	\$ 0.08

**(\*) Reconciliation of GAAP to Non-GAAP measures (Unaudited)**

	Three months ended	
	June 30,	
	2010	2009
	Unaudited	
GAAP net income (loss)	\$ (732)	\$ 436
Share-based compensation	613	1,117
Amortization of purchased intangibles	570	-
Other than temporary impairment of available for sale marketable securities	31	-
Non-GAAP net income	\$ 482	\$ 1,553
Non-GAAP diluted net income per Ordinary share	\$ 0.02	\$ 0.08

**CONSOLIDATED STATEMENTS OF INCOME (Cont.)**

**RADVISION LTD. AND ITS SUBSIDIARIES**

**U.S. dollars in thousands, except per share data**

	<b>Six months ended</b>					
	<b>June 30, 2010</b>			<b>June 30, 2009</b>		
	<b>(Unaudited)</b>					
	<b>GAAP results (as reported)</b>	<b>Non-GAAP Adjustment (*)</b>	<b>Non-GAAP results</b>	<b>GAAP results (as reported)</b>	<b>Non-GAAP Adjustment (*)</b>	<b>Non-GAAP results</b>
Gross profit	\$ 32,794	\$ 86	\$ 32,880	\$ 29,546	\$ 178	\$ 29,724
Total operating costs and expenses	\$ 37,653	\$ (4,793)	\$ 32,860	\$ 30,492	\$ (2,107)	\$ 28,385
Operating income (loss)	\$ (4,859)	\$ 4,879	\$ 20	\$ (946)	\$ 2,285	\$ 1,339
Income (loss) before taxes on income	\$ (4,361)	\$ 4,927	\$ 566	\$ 58	\$ 2,544	\$ 2,602
Net income (loss)	<u>\$ (5,092)</u>	<u>\$ 4,927</u>	<u>\$ (165)</u>	<u>\$ (401)</u>	<u>\$ 2,544</u>	<u>\$ 2,143</u>
Basic net earnings (loss) per Ordinary share	<u>\$ (0.26)</u>	<u>\$ 0.25</u>	<u>\$ (0.01)</u>	<u>\$ (0.02)</u>	<u>\$ 0.13</u>	<u>\$ 0.11</u>
Diluted net earnings (loss) per Ordinary share	<u>\$ (0.26)</u>	<u>\$ 0.25</u>	<u>\$ (0.01)</u>	<u>\$ (0.02)</u>	<u>\$ 0.13</u>	<u>\$ 0.11</u>

**(\*) Reconciliation of GAAP to Non-GAAP measures (Unaudited)**

	<b>Six months ended</b>	
	<b>June 30,</b>	
	<b>2010</b>	<b>2009</b>
	<b>Unaudited</b>	
GAAP net loss	<u>\$ (5,092)</u>	<u>\$ (401)</u>
Share-based compensation	1,271	2,285
Amortization of purchased intangibles	784	-
Acquisition-related costs	364	-
Acquisition-related restructuring expenses, net	2,460	-
Other than temporary impairment of available for sale marketable securities	48	259
Non-GAAP net income (loss)	<u>\$ (165)</u>	<u>\$ 2,143</u>
Non-GAAP diluted net income (loss) per Ordinary share	<u>\$ (0.01)</u>	<u>\$ 0.11</u>

**CONSOLIDATED BALANCE SHEETS**

U.S. dollars in thousands, except per share data

	<b>June 30, 2010</b>	<b>December 31, 2009</b>
	<b>Unaudited</b>	<b>Unaudited</b>
<b>ASSETS</b>		
<b>CURRENT ASSETS:</b>		
Cash and cash equivalents *)	\$ 18,858	\$ 40,289
Short-term bank deposits *)	60,012	55,352
Short-term marketable securities *)	11,055	4,713
Trade receivables	8,601	11,712
Other accounts receivable and prepaid expenses	5,863	5,552
Inventories	1,920	980
Total current assets	<u>106,309</u>	<u>118,598</u>
<b>LONG-TERM INVESTMENTS AND RECEIVABLES:</b>		
Long-term marketable securities *)	32,315	25,699
Long-term prepaid expenses	2,140	2,310
Severance pay fund	6,310	6,242
Long-term deferred tax asset	1,533	1,533
Total long-term investments and receivables	<u>42,298</u>	<u>35,784</u>
Property and equipment, net	<u>4,497</u>	<u>4,649</u>
Goodwill	<u>4,748</u>	<u>2,966</u>
Other intangible assets, net	<u>5,926</u>	<u>-</u>
Total assets	<u>\$ 163,778</u>	<u>\$ 161,997</u>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>		
<b>CURRENT LIABILITIES:</b>		
Trade payables	\$ 1,673	\$ 1,475
Deferred revenues	6,815	8,064
Accrued expenses and other accounts payable	18,744	12,146
Total current liabilities	<u>27,232</u>	<u>21,685</u>
Accrued severance pay	<u>7,379</u>	<u>7,299</u>
Total liabilities	<u>34,611</u>	<u>28,984</u>
<b>SHAREHOLDERS' EQUITY:</b>		
Ordinary shares of NIS 0.1 par value	234	234
Additional paid-in capital	147,524	145,998
Treasury stock	(32,804)	(32,970)
Accumulated other comprehensive income	(1,209)	(842)
Retained earnings	15,422	20,593
Total shareholders' equity	<u>129,167</u>	<u>133,013</u>
Total liabilities and shareholders' equity	<u>\$ 163,778</u>	<u>\$ 161,997</u>
*) Total cash and liquid investments	<u>\$ 122,240</u>	<u>\$ 126,053</u>

**CONSOLIDATED STATEMENTS OF CASH FLOWS**

U.S. dollars in thousands

	Six months ended	
	June 30,	
	2010	2009
	<u>Unaudited</u>	
<u>Cash flows from operating activities:</u>		
Net loss	\$ (5,092)	\$ (401)
Adjustments to reconcile net income to net cash provided by (used in) operating activities:		
Depreciation and amortization	2,236	1,702
Accrued interest, amortization of premium and accretion of discount on marketable securities and bank deposits, net	(179)	93
Amortization of deferred stock compensation	1,271	2,285
Tax benefit relating to loss carryforwards resulting from exercise of stock options	(254)	(256)
Decrease (increase) in trade receivables, net	3,111	(1,533)
Increase in other accounts receivable and prepaid expenses	(339)	(681)
Decrease (increase) in inventories	(840)	66
Decrease in long-term prepaid expenses	170	170
Decrease (increase) in deferred tax asset	(134)	116
Increase in trade payables	198	281
Decrease in deferred revenues	(1,249)	(990)
Increase (decrease) in accrued expenses and other accounts payable	5,029	(2,069)
Accrued severance pay, net	12	(243)
Net cash provided by (used in) operating activities	<u>3,940</u>	<u>(1,460)</u>
<u>Cash flows from investing activities:</u>		
Proceeds from redemption of marketable securities	11,800	14,870
Purchase of marketable securities	(24,665)	(10,260)
Proceeds from withdrawal of bank deposits	16,865	49,979
Purchase of bank deposits	(21,429)	(65,751)
Purchase of property and equipment	(1,300)	(830)
Payment for the acquisition of Aethra	(6,984)	-
Net cash used in investing activities	<u>(25,713)</u>	<u>(11,992)</u>
<u>Cash flows from financing activities:</u>		
Purchase of treasury stock	-	(1,141)
Exercise of options by employees	88	12
Tax benefit related to exercise of stock options	254	256
Net cash provided by (used in) financing activities	<u>342</u>	<u>(873)</u>
Decrease in cash and cash equivalents	(21,431)	(14,325)
Cash and cash equivalents at beginning of period	40,289	37,872
Cash and cash equivalents at end of period	<u>\$ 18,858</u>	<u>\$ 23,547</u>

**PRESS RELEASE****Corporate Contact:**

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**RADVISION TO PRESENT AT THE MORGAN KEEGAN TECHNOLOGY CONFERENCE ON AUGUST 11<sup>th</sup>**

*Presentation to be webcast and archived*

**TEL AVIV, August 9, 2010 – RADVISION (Nasdaq: RVSN)**, a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, announced today that Adi Sfadia, Chief Financial Officer, and Robert Romano, Vice President of Enterprise Marketing, will speak at the Morgan Keegan Technology Conference in New York City on Wednesday, August 11<sup>th</sup>, from 9:45 to 10:10 a.m. (Eastern).

Morgan Keegan & Co. will host a live webcast of the Company's presentation, which can be accessed at <http://www.wsw.com/webcast/mk21/rvsn/> and on the Investor Events page of the RADVISION web site at [www.radvision.com](http://www.radvision.com) or by clicking on the following link: [www.radvision.com/InvestorEvents/MK2010](http://www.radvision.com/InvestorEvents/MK2010).

A replay of the event will be available on the RADVISION web site approximately three hours after the live event and accessible for ninety days.

**About RADVISION**

RADVISION (Nasdaq: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video communications solutions and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit [blog.radvision.com](http://blog.radvision.com). For more information about RADVISION, visit [www.radvision.com](http://www.radvision.com).

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## PRESS RELEASE

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### **RADVISION LTD. ANNOUNCES SHAREHOLDER APPROVAL OF PARTIAL CASH SELF TENDER OFFER**

**Tel Aviv, Israel, August 31, 2010** -- RADVISION Ltd. (Nasdaq & TASE: RVSN) announced today that at an Extraordinary General Meeting of Shareholders held on Tuesday, August 31, 2010, its shareholders approved a self tender offer to purchase 5.0% of its voting power (currently, 976,906 RADVISION shares) for \$7.30 per share, net to the seller in cash, less any required withholding taxes and without interest. In accordance with Israeli law, the offer was approved by a special majority, which required the affirmative vote of the holders of a majority of the RADVISION shares present, in person or by proxy, and voting on the matter, and such majority included at least one-third of the votes of disinterested shareholders voting on the matter (not including abstentions).

The initial period of the tender offer and withdrawal rights are scheduled to expire at 10:00 a.m., Eastern Time, or 5:00 p.m., Israel time, on Thursday September 2, 2010, unless the initial period is extended by RADVISION. As required by Israeli law, if the conditions to the offer have been satisfied (or waived, to the extent permitted by applicable law) as of the completion of the initial offer period, RADVISION will provide an additional period of five calendar days during which shareholders may tender their shares. However, shareholders will have no withdrawal rights during such additional five calendar day period.

The complete terms and conditions of the tender offer, including important U.S. and Israeli income and withholding tax considerations relating to the tender offer, are contained in the Offer to Purchase, as amended, included as an exhibit to the Tender Offer Statement on Schedule TO, as amended, filed with the U.S. Securities and Exchange Commission (SEC) and with the Israeli Securities Authority (ISA). American Stock Transfer & Trust Company is the U.S. Depository for the offer and Clal Finance Batucha Investment Management Ltd is the Israeli Depository for the offer.

#### **IMPORTANT NOTICE:**

IMPORTANT DISCLOSURE RELATING TO TAX CONSIDERATIONS APPLICABLE TO RADVISION'S SELF TENDER OFFER, INCLUDING A TAX OPINION THE COMPANY RECEIVED WITH RESPECT TO THE WITHHOLDING TAX RATES APPLICABLE TO THE OFFER, IS INCLUDED IN THE OFFER TO

PURCHASE. SHAREHOLDERS ARE URGED TO REVIEW THIS DISCLOSURE CAREFULLY AND TO CONSULT THEIR OWN TAX ADVISORS AS TO THE TAX CONSEQUENCES TO THEM OF TENDERING SHARES IN THE TENDER OFFER.

THIS IS NOT AN OFFER TO BUY OR THE SOLICITATION OF AN OFFER TO SELL ANY RADVISION SHARES. THE TENDER OFFER IS BEING MADE ONLY THROUGH THE OFFER TO PURCHASE, LETTER OF TRANSMITTAL AND RELATED TENDER OFFER DOCUMENTS, WHICH ARE AVAILABLE AT NO CHARGE ON THE SEC'S WEBSITE AT [HTTP://WWW.SEC.GOV](http://www.sec.gov) AND ON THE ISA'S WEBSITE AT [HTTP://WWW.MAGNA.ISA.GOV.IL](http://www.magna.isa.gov.il), AND ARE ALSO AVAILABLE WITHOUT CHARGE TO ALL SHAREHOLDERS BY CONTACTING EITHER MACKENZIE PARTNERS, INC., THE INFORMATION AGENT IN THE UNITED STATES, OR MR. YONI HENNER OF GOLDFARB, LEVY, ERAN, MEIRI, TZAFRIR & CO., LEGAL COUNSEL IN ISRAEL, AT THE ADDRESSES OR TELEPHONE NUMBERS SET FORTH BELOW. SHAREHOLDERS ARE URGED TO READ THESE MATERIALS CAREFULLY BEFORE MAKING ANY DECISION WITH RESPECT TO THE TENDER OFFER.

## **ABOUT RADVISION**

RADVISION (Nasdaq and TASE: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video networking infrastructure and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit [developer.radvision.com](http://developer.radvision.com) and [blog.radvision.com](http://blog.radvision.com). For more information about RADVISION, visit <http://www.radvision.com>.

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**PRESS RELEASE**

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**RADVISION SELF TENDER OFFER MEETS CONDITIONS;  
ADDITIONAL OFFER PERIOD TO EXPIRE SEPTEMBER 7, 2010**

**Tel Aviv, Israel, September 2, 2010** -- RADVISION Ltd. (Nasdaq & TASE: RVSN) announced today that all conditions have been satisfied for its previously-announced self tender offer to purchase 5.0% of its voting power (currently, 976,906 RADVISION shares) for \$7.30 per share, net to the seller in cash, less any required withholding taxes and without interest. According to a preliminary count by the depositories for the offer, as of 10:00 a.m., Eastern time, or 5:00 p.m., Israel time, on September 2, 2010, there were approximately: (1) 4,026,196 RADVISION shares validly tendered and not properly withdrawn, and (2) 817,882 RADVISION shares represented by notices of objection to the offer.

Accordingly, as required by Israeli law and as contemplated in its offer to purchase, RADVISION is providing an additional period of five calendar days, until 10:00 a.m., Eastern time, or 5:00 p.m., Israel time, on Tuesday, September 7, 2010, during which shareholders who did not respond to the offer, have notified RADVISION of their objection to the offer, or tendered their RADVISION shares but withdrew their tender prior to September 2, 2010, may tender their RADVISION shares. Shareholders will have no withdrawal rights during the additional five-calendar day period. RADVISION will purchase, subject to proration, the RADVISION shares validly tendered in the offer and not properly withdrawn prior to 10:00 a.m., Eastern time, or 5:00 p.m., Israel time, on September 7, 2010, the final expiration date of the offer.

The complete terms and conditions of the tender offer, including important U.S. and Israeli income and withholding tax considerations relating to the tender offer, are contained in the Offer to Purchase, as amended, included as an exhibit to the Tender Offer Statement on Schedule TO, as amended, filed with the U.S. Securities and Exchange Commission (SEC) and with the Israeli Securities Authority (ISA). American Stock Transfer & Trust Company is the U.S. Depository for the offer and Clal Finance Batucha Investment Management Ltd is the Israeli Depository for the offer.

**IMPORTANT NOTICE:**

IMPORTANT DISCLOSURE RELATING TO TAX CONSIDERATIONS APPLICABLE TO RADVISION'S SELF TENDER OFFER, INCLUDING A TAX OPINION THE COMPANY RECEIVED WITH RESPECT TO THE WITHHOLDING TAX RATES APPLICABLE TO THE OFFER, IS INCLUDED IN THE OFFER TO PURCHASE. SHAREHOLDERS ARE URGED TO REVIEW THIS DISCLOSURE CAREFULLY AND TO CONSULT THEIR OWN TAX ADVISORS AS TO THE TAX CONSEQUENCES TO THEM OF TENDERING SHARES IN THE TENDER OFFER.

THIS IS NOT AN OFFER TO BUY OR THE SOLICITATION OF AN OFFER TO SELL ANY RADVISION SHARES. THE TENDER OFFER IS BEING MADE ONLY THROUGH THE OFFER TO PURCHASE, LETTER OF TRANSMITTAL AND RELATED TENDER OFFER DOCUMENTS, WHICH ARE AVAILABLE AT NO CHARGE ON THE SEC'S WEBSITE AT [HTTP://WWW.SEC.GOV](http://www.sec.gov) AND ON THE ISA'S WEBSITE AT [HTTP://WWW.MAGNA.ISA.GOV.IL](http://www.magna.isa.gov.il), AND ARE ALSO AVAILABLE WITHOUT CHARGE TO ALL SHAREHOLDERS BY CONTACTING EITHER MACKENZIE PARTNERS, INC., THE INFORMATION AGENT IN THE UNITED STATES, OR MR. YONI HENNER OF GOLDFARB, LEVY, ERAN, MEIRI, TZAFRIR & CO., LEGAL COUNSEL IN ISRAEL, AT THE ADDRESSES OR TELEPHONE NUMBERS SET FORTH BELOW. SHAREHOLDERS ARE URGED TO READ THESE MATERIALS CAREFULLY BEFORE MAKING ANY DECISION WITH RESPECT TO THE TENDER OFFER.

#### **ABOUT RADVISION**

RADVISION (Nasdaq and TASE: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video networking infrastructure and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit [developer.radvision.com](http://developer.radvision.com) and [blog.radvision.com](http://blog.radvision.com). For more information about RADVISION, visit <http://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 its Annual Report on Form 20-F. 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.*

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**RADVISION SUCCESSFULLY COMPLETES PARTIAL CASH SELF  
TENDER OFFER**

**Tel Aviv, Israel, September 7, 2010** -- RADVISION Ltd. (Nasdaq & TASE: RVSN) announced today that it has successfully completed its self tender offer to purchase 5.0% of its voting power for \$7.30 per share, net to the seller in cash, less any required withholding taxes and without interest. The tender offer, which commenced on July 27, 2010, expired on Tuesday, September 7, 2010 at 10:00 a.m., Eastern time, or 5:00 p.m., Israel time.

RADVISION has been advised by the depositaries for the tender offer that, as of the final expiration of the tender offer, a total of 6,545,541 RADVISION shares, or approximately 33.5% of the outstanding RADVISION shares, had been validly tendered and not properly withdrawn pursuant to the offer. As contemplated in the offer to purchase, RADVISION has accepted for purchase 976,906 of the RADVISION shares tendered, which represent 5% of the RADVISION shares issued and outstanding as of immediately prior to the completion of the tender offer. RADVISION will purchase such shares from the tendering shareholders on a pro rata basis. RADVISION will pay for the tendered shares accepted for purchase approximately \$7.13 million in the aggregate. RADVISION will have 18,561,199 shares issued and outstanding immediately following the payment for the tendered shares accepted for purchase (excluding 3,955,024 RADVISION shares held in treasury). The tendered shares not accepted will be returned promptly to their respective tendering shareholders.

Payment for the shares accepted will be made promptly through American Stock Transfer & Trust Company or Clal Finance Batucha Investment Management Ltd., the depositaries for the tender offer.

After payment for the shares tendered in the offer and accepted for payment, Mr. Zohar Zisapel, the Chairman of the Board of Directors of RADVISION and its principal shareholder, is expected to beneficially own approximately 26.27% of the issued and outstanding RADVISION shares (excluding shares held by RADVISION in treasury, but including options, held by Mr. Zisapel, to purchase 45,000 RADVISION shares that are exercisable as of today or within 60 days of today) and 26.09% of the RADVISION voting power.

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