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**AMOS TALMOR JOINS RADVISION TO LEAD WORLDWIDE SALES**

*Top Global Sales Executive To Focus on Capitalizing on Growing Opportunities and Markets*

**Fair Lawn, New Jersey, July 29, 2004 – RADVISION (Nasdaq: RVSN)** today announced that Amos Talmor has joined the Company as Executive Vice President of Corporate Sales and Marketing to lead its worldwide sales and field marketing activities. All RADVISION regional general managers (Americas, EMEA, and APAC), in addition to strategic and global account managers, will report to him.

Prior to joining RADVISION, Mr. Talmor had a long career with ECI Telecom Ltd., a global telecommunications infrastructure vendor. His last position at ECI was as the Company's Corporate Vice President of Sales and Marketing, responsible for over a billion dollars in annual revenue and for overseeing operations in all of ECI's regional business units worldwide. Of particular note is Mr. Talmor's extensive experience in the Asia Pacific market, an area of focus for RADVISION in the coming years as the Company expects IP communications in Asia, particularly in China, to grow dramatically in every market the Company serves - enterprise, residential, 3G, and communication equipment developers.

"Amos is someone I have known for a very long time and he is uniquely qualified to manage RADVISION's global sales and field marketing operations as we continue to ramp up our sales and expand our activities in all three of our core regions," said Gadi Tamari, CEO of RADVISION.

"Increasingly, we are seeing huge synergy and, in fact overlap, between the customers our different divisions are calling on," Mr. Tamari added. "Amos, working closely with our senior management team, will focus on leveraging the synergies between our different products, solutions, and fields of expertise, enabling our regional sales teams' communications expertise and full solution set to be offered to all of the customers we serve. Under Amos' leadership, we anticipate further changes over the next six months to even more closely align our field teams to best address our global markets."

**About RADVISION**

RADVISION (Nasdaq: RVSN) is the leading provider of products and technologies for videoconferencing, desktop multimedia communication, video telephony, and the development of converged voice, video and data over IP and 3G. RADVISION offers networking systems and protocol toolkits that enable enterprises, equipment vendors, and service providers to develop and deploy converged networks, services and technologies. For more information please visit our website at [www.radvision.com](http://www.radvision.com).