



PRESS RELEASE

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DESKTOP CONFERENCING PIONEER, KILLKO CABALLERO, TO LEAD RADVISION ENTERPRISE CONFERENCING STRATEGY

Glen Rock, NJ, November 3, 2003 – **RADVISION (Nasdaq: RVSN)** today announced that Killko Caballero has joined RADVISION as its senior vice president of enterprise strategy. Mr. Caballero will be leading RADVISION's future product development and strategy for addressing the rapidly emerging desktop multimedia (video, voice, and data) conferencing and communications market and guiding RADVISION's already strong role and partnerships in this space. Based out of RADVISION's Sunnyvale, Ca. office, Mr. Caballero will also play a strategic role in further growing its already profitable meeting room videoconferencing business with new solutions, features, and functionality.

Mr. Caballero was the CTO, and chief visionary of CUseeMe, a pioneer in the desktop voice, video and data conferencing over IP market. Mr. Caballero later ascended to the position of chairman, CEO, and president of the company. Following the acquisition of CUseeMe by First Virtual Communications (Nasdaq: FVCX), Mr. Caballero became the president and Chief Executive Office of the company. At both companies Mr. Caballero played a leading role in formulating and addressing the enterprise market's communications needs by defining and delivering powerful, industry breakthrough solutions for desktop multimedia conferencing and collaboration.

"RADVISION and I share the same vision of the future of personal communications in the enterprise – converged voice, video, and data at the desktop, over any communications protocol, and integrated into a larger communications architecture," said Mr. Caballero. "RADVISION has firmly established itself as one of the leaders in visual communications and, with the emergence of powerful desktop multimedia communications end points and applications and RADVISION's role in providing added functionality to

these solutions, RADVISION's future is very bright. I look forward to playing a key strategic role in continuing this momentum."

Mr. Caballero brings to RADVISION strong operational experience across multiple disciplines, including strategic planning, financial planning, investor relations, business development, and high-tech technology management.

"Killko's vast experience with every level of desktop multimedia communications, from understanding market needs to developing product strategy and then overseeing the engineering development and product roll out, makes him a perfect fit within RADVISION," said Gadi Tamari, CEO of RADVISION. "Killko will direct our already strong business in the meeting room market and will also play a central strategic role in continuing to develop and deliver solutions for the emerging desktop conferencing market. Killko is the ideal person to ensure that our solution continues to be the infrastructure product of choice when enterprises are looking for a desktop communications strategy that tightly integrates into their larger collaboration and conferencing architecture."

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.