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GAOKE COMMUNICATIONS CHOOSES RADVISION MGCP TOOLKIT TO DEVELOP ADVANCED IP-BASED INTEGRATED ACCESS DEVICES (IAD)

*Advanced IAD to Be Used By China Unicom,
One of the Largest Telecommunications Providers in China*

Fair Lawn, New Jersey, January 6, 2005 -- RADVISION (Nasdaq: RVSN) today announced that Gaoke Communications of China has chosen the Company's MGCP (Media Gateway Control Protocol) developer platform for use in the development of its full line of next-generation Integrated Access Devices and VoIP gateways for the residential and SOHO markets. Gaoke is a leading vendor of IADs and VoIP gateways to China Unicom, one of the largest telecommunications service providers in China.

IAD and VoIP gateways, which are crucial components of any IP-based broadband voice or video network deployment, sit at the customer premises and deliver integrated voice, video, and data services over a single broadband IP connection. By using MGCP as the core signaling protocol for its IP communications devices, China Unicom can now centrally-deploy and manage advanced telephony features and services such as call forwarding, call waiting, call transfer, and three-way communication that would otherwise not be available in an IP telephony network. MGCP is a termination gateway and controller architecture in which a central MGC (a softswitch in China Telecom's case) controls every action of the Gaoke IAD located on the customer premises.

"After evaluating quite a few developer solutions available in the market today, we found RADVISION's MGCP developer solution to be the ideal platform for building our upcoming line of advanced IADs and media gateways due to its unsurpassed programming functionality, unique flexibility, high performance, and small footprint," said Mr. Xiao Xiongwen, Vice President of Gaoke Communications. "The RADVISION solution both dramatically increased our time to market and enabled us to develop the best integrated communications products possible due to their comprehensive and easy-to-use APIs, advanced signaling capabilities, and support of the latest version of the MGCP signaling standard."

“RADVISION is honored to have been chosen by Gaoke Communications, one of the leading IAD vendors in China,” said Eitan Livne, General Manager of RADVISION’s AsiaPacific Operations. “Gaoke Communications has a powerful reputation for developing best-in-class solutions. Choosing our developer solution as the standard for their next generation residential and SOHO VoIP solutions is a huge validation of the strength of RADVISION’s portfolio of developer solutions.”

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.