



PRESS RELEASE

Corporate Contacts:

Tsipi Kagan
Chief Financial Officer
RADVISION
Tel: 201-689-6300
cfo@radvision.com

Peter Benedict
Dir. Marketing and Investor Relations
RADVISION
Tel: 201-689-6311
pr@radvision.com

Investor Relations:

June Filingeri
Comm-Partners LLC
Tel: 203-972-0186
junefil@optonline.net

RADVISION DEMONSTRATES FULL SUITE OF VIDEOCONFERENCING AND VIDEO TELEPHONY SOLUTIONS AT ITU TELECOM EXPO IN GENEVA

*Unique Network Demonstration Shows Powerful Carrier and Enterprise Video
Solutions That Seamlessly Supports Any End Point, Over Any Communications Protocol*

Geneva and Glen Rock, NJ, October 10, 2003 –**RADVISION (Nasdaq: RVSN)** announced today that it will demonstrate its comprehensive visual communications network with solutions both for the service provider and enterprise IT manager at the ITU Telecom World Exposition in Geneva (October 12 - 18) in its booth (Hall 2, Stand 2331).

“Over the last year the industry has experienced a sea change in videoconferencing with the emergence of new products for desktop conferencing, the roll out of 3G video telephony in Asia and Europe, the offering of managed video telephony services to the residential market in Italy, and integrated voice, video, and Web conferencing,” said Adit Tevel, Sr. VP of International Sales for RADVISION’s Networking Business Unit. “By virtue of RADVISION’s standards-based, robust IP architecture, our solution offers significant enabling technologies in each and every one of these applications. We are excited to be showcasing all of these applications in a single conference for the first time at Telecom Geneva.”

-more-

Highlighting the company's flagship viaIPT™ 400 and recent product introductions including its new MVP and MCU v3.0 and its powerful network management and scheduling tools, the company booth will have a host of end points all interoperating in a single conference. These end points will represent the wide variety of the video telephony applications that the RADVISION solution is powering in the real world today, including:

- | | |
|------------------------------------|--|
| Meeting Room | Five room-based systems from every leading manufacture in the market |
| Enterprise Desktop | Soft video end points by France Telecom (eConf) and Dialogic, as well as a Tandberg 1000 desktop IP videoconference end point. |
| Voice, Video and Web | Full interoperability with Latitude Communications' (Nasdaq: LATD) MeetingPlace®, delivering a tightly integrated voice, video, and Web conferencing solution to the desktop – an ideal solution for both service providers and enterprises |
| Residential Video Telephony | A set-top box/camera with telephony and consumer television, replicating the network installation delivered by the broadband service provider FastWeb to thousands of their residential customers throughout Italy |
| 3G Cellular | A 3G video phone demonstrating mobile visual communications |
| Integration with the PSTN | There will be two traditional (PSTN) telephones that will also dial into the videoconference, demonstrating the platform's support of ISDN/TDM signaling and the power of integrating multiple media (telephone call and video terminals) into a single service. |

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

All trademarks are the property of their respective owners.