



PRESS RELEASE

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SONY ELECTRONICS AND RADVISION ANNOUNCE FIRST PHASE OF OPEN CONFERENCING INITIATIVE

*Collaborations Will Provide Standards-Based End-to-End Meeting Room/Desktop
Conferencing Solution and Pave Way for Future IP Communications*

ATLANTA (Infocomm, Booth #715), June 9, 2004 – Sony Electronics Inc. and RADVISION (Nasdaq: RVSN) announced the first phase of Sony’s “Open Conferencing” initiative, which for the first time will offer enterprise customers the audio/video expertise of Sony’s conferencing endpoints integrated with a complete, standards-based infrastructure and middleware architecture from RADVISION. The companies expect the result will be an end-to-end solution that will span from meeting room to employee desktop, and support both existing and emerging technologies.

Through this relationship with RADVISION, a leader in IP infrastructure for video, voice and data conferencing and collaboration, Sony will now offer through its channels and on its price list Sony conferencing endpoint products and display devices configured with RADVISION’s gateways, gatekeepers, MCU (Multipoint Conferencing Units), network (QoS) management tools and other infrastructure and middleware solutions.

As a result, Sony will now offer a complete architecture for group and desktop conferencing solutions. The company will also provide integrated, enhanced desktop communications tools such as soft video endpoints, instant messaging, one-click scheduling and other workflow applications.

“As conferencing is making the transition from ISDN to IP, there is an accelerated movement towards convergence made possible by the increased focus on industry standard compliance,” said Andrew Mougis, senior vice president of Sony Electronics’ Broadband Communications Products Division. “This strategic initiative is an opportunity for us to draw from the expertise of industry leaders like RADVISION to provide standards-based, non-proprietary conferencing offerings that not only keep pace with current developments in the conferencing community, but position Sony Electronics at the forefront of the industry’s evolution.”

“Sony has defined end-user benefits in everything they do, and their continuing support for standards-based communications and products that deliver advanced functionality without compromising ease of use provides a model for where conferencing is headed in the enterprise arena,” said Killko Caballero, senior vice president of enterprise strategy for RADVISION. “The combination of Sony’s high-quality endpoints with RADVISION’s IP infrastructure and middleware expertise sets the stage for almost endless convergence possibilities and unprecedented customization options – enabling companies to update their systems piece-by-piece as applicable new technologies emerge.”

Continued Commitment to Standards

As part of this movement towards standards-based communication, the core of the Open Conferencing initiative, RADVISION and Sony have worked together over the past year to test and confirm that both RADVISION’s viaIP™ 400 Multimedia Communications Platform version 3.5, which will be generally available worldwide in Q3 of this year, and Sony’s PCS 1 and 11 videoconferencing endpoints support and are interoperable under the recently ratified H.239 ITU-T standard.

H.239 enables data and web-enabled collaboration to work in parallel with a video session by opening multiple streams within a single video stream to each endpoint. This replaces dual video functionality currently on the market that requires every component in a network to support a proprietary implementation.

Collaboration Extends User Benefits

As a solid example of the ongoing commitment to offer a seamless, fully integrated end-to-end solution, RADVISION today also announced its plan to modify its iVIEW Network Management Software to add new functionalities that will enable the remote management of all Sony endpoints within a conferencing network. With this modification, end-users will be able to update Sony software on all endpoints from a central location. This new functionality will also allow groups of endpoints to be remotely configured and administered from a central location.

These modifications will support the Sony's PCS-1 and PCS-11 endpoints. The iVIEW software will also support Sony's new endpoint introductions such as the PCS-TL50 -- a transportable desktop conferencing solution consisting of a pan/tilt/zoom camera built into an LCD monitor -- and the new PCS-G70, a top-of-the-line offering with advanced features that accommodate high-end, large-scale conference rooms.

RADVISION's iVIEW software is expected to be available this fall at about the same time that Sony's new PCS-TL50 and PCS-G70 videoconferencing systems will hit the market.

Continued Expansion of Initiative

The Virtual Ink mimio Xi™ whiteboard is also being offered in the Sony portfolio as part of the Sony Open Conferencing initiative. Any whiteboard can be made interactive by attaching this portable device and connecting it to a PC or Macintosh® computer.

According to Mougis, these new developments are one step in Sony's continued cooperation with key industry players and represents further progress in Sony's innovative videoconferencing offering.

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Editor's Note:

For Sony press releases and digital images, please visit www.sony.com/news.

Customers looking for product information can click on www.sony.com/videoconference. More information regarding the nearest Sony authorized dealer or service location is available by calling 1-800-686-SONY.

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.