



PRESS RELEASE

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RADVISION TO REPORT THIRD QUARTER 2010 RESULTS ON OCTOBER 28TH

TEL AVIV, October 4, 2010 – RADVISION (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, will report its financial results for the third quarter of 2010 on Thursday, October 28, 2010. The press release will be issued at approximately 8:00 a.m. (Eastern).

Third Quarter 2010 Conference Call:

Date: Thursday, October 28, 2010
Time: 9:00 a.m. (Eastern)
Dial-In: 1-877-601-3546
+1-210-839-8500 (International dialers)
Passcode: "RADVISION"

Boaz Raviv, Chief Executive Officer, and Adi Sfadia, Chief Financial Officer, will review the quarter's results, discuss the Company's outlook and take questions from analysts and institutional investors on the call.

Webcast:

A live webcast of the conference call will be available on the Company's website and archived on the site until the next quarter. Simply click on the following link or copy it onto your browser:
www.radvision.com/Corporate/Investors/FinancialReports/.

Presentation:

A PowerPoint presentation highlighting key financial metrics will be available in the Investor Relations section of the company's website, www.radvision.com. The presentation will be available beginning at 8:00 a.m. (Eastern) on October 28th and remain on the site through the fourth quarter of 2010.

Conference Call Replay:

Date: October 28 to November 4, 2010 (Available approximately one hour after call conclusion)
Dial-In: 1- 800-216-3057
+1- 402-220-3763 (International dialers)

About RADVISION

RADVISION (Nasdaq: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video communications solutions and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit blog.radvision.com. For more information about RADVISION, visit www.radvision.com.

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RADVISION'S NEW SMALL AND MEDIUM BUSINESS (SMB) OFFERING BRINGS COMPLETE HD VIDEO CONFERENCING SOLUTION TO NEW MARKETS

Fully Integrated Solution Provides an Easy to Install, Complete Video Collaboration System for Company Meetings and Communication with Customers, Suppliers or Prospects

TEL AVIV, October 5, 2010 – RADVISION® Ltd. (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced that it is shipping a unique video conferencing solution especially suited to the communication requirements of small and medium businesses – the [SCOPIA XT1000 SMB solution](#) – providing an all inclusive HD video conferencing solution, that includes integrated multi-party and desktop video conferencing.

This solution combines the capabilities of the recently introduced [SCOPIA XT1000 series](#) HD video conferencing room systems with the award winning [SCOPIA Desktop](#) software to fully extend the SCOPIA XT1000 series room systems' experience to users anywhere on their Macs or PCs. The system provides a very effective way for small and medium businesses to bring video communications beyond typical business boundaries to their workers at home and on the road, to partners and even to their customers.

The integrated [desktop video conferencing](#) software includes the latest advanced capabilities such as HD video, H.239 room system interoperable data collaboration, and firewall traversal. The video conferencing software employs a cost-effective deployment model as it can be installed on the desktop of every member of an organization including employees as well as external users such as business partners, suppliers, customers and prospects without additional costs. This model provides these users with easy access to business quality video conferencing capabilities extending the utility of the SCOPIA XT1000 series HD video conferencing room systems.

The SCOPIA XT1000 series room systems deliver the perfect blend of value and a high quality, high-end experience. The SCOPIA XT1000 product line supports two streams of HD video each at 1080p resolution and 30 frames per second (fps). The high-end camera offers 10x optical zoom for viewing details as well as wide angle capability for seeing an entire group. The system supports high resolution PC data sharing at 30fps so presentations and even video clips can be shared with zero perceived loss of quality. The embedded HD Multi-party Conferencing Unit (MCU) with support for continuous presence meetings with up to nine participants is the highest capacity embedded MCU in the industry today.

The fully integrated deployment model merging SCOPIA Desktop's capabilities into the SCOPIA XT1000 series HD room systems does not require detailed technical skills to install or manage, making it ideal for those organizations with limited IT departments. The desktop conferencing capability can be easily added to existing SCOPIA XT1000 series systems starting at \$3,000. Total solutions including the SCOPIA XT1000 HD room system, embedded MCU along with integrated SCOPIA Desktop HD video conferencing are available from \$14,450.

SCOPIA XT1000 SMB Solution Highlights:

- **SCOPIA XT1000 Series HD Room System** – with dual 1080p 30fps video, full band audio and high resolution data sharing.
- **4 or 9 Participant HD MCU with Continuous Presence** – this high capacity embedded MCU provides everything for multi-party video conferencing without an external network MCU.
- **SCOPIA Desktop HD Video Conferencing** – for the PC and Mac, fully extending the room system experience to the desktop, including HD video and data collaboration.
- **Desktop Client Distribution** – the desktop software can be installed on an unlimited number of PCs and Macs, providing participation by anyone, including users outside an organization.
- **Automatic Firewall Traversal** – providing an effective way to extend video communications beyond an internal network to workers at home, or on the road and at external organizations.

“Video conferencing solutions with this capability have been previously available only to large businesses that could afford to make the necessary investment in multiple products, infrastructure, training and support,” said Roberto Giamagli, General Manager, Video Business Unit for RADVISION. Mr. Giamagli added that “This unique solution makes the entire video conferencing value proposition from the room system to the desktop more accessible to a broader market providing an easy and cost effective way to personalize communications with colleagues and customers.”

About RADVISION

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RADVISION ENTERS NEW STRATEGIC PARTNERSHIP WITH MICROSOFT

New Relationship Announced at RADVISION's Global Partner Forum to Deliver Integrated Unified Communications Solutions Offered Through Joint Marketing and Sales Initiatives

RADVISION's Global Partner Forum EILAT, ISRAEL and TEL AVIV, October 11, 2010 – RADVISION® Ltd. (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced a new strategic relationship with Microsoft Corp. to deliver advanced integration to Microsoft's unified communication (UC) solutions. The relationship was announced at RADVISION's Global Partner Forum and highlighted in a keynote presentation by Warren Barkley, General Manager of the Lync Partner and Customer Group at Microsoft.

RADVISION and Microsoft share the vision of seamless interoperability between all visual communication devices to fully realize the potential of unified communications. With this agreement, RADVISION will develop a powerful combination of hardware and software solutions integrated with Microsoft Lync, which will be offered through joint marketing and sales initiatives. Customers and prospects will be able to realize the benefits of Microsoft's UC solutions in conjunction with their current investments in standards-based video conferencing and new visual communication solutions such as telepresence and mobile video.

Through this agreement, RADVISION will provide advanced connectivity between the Microsoft unified communication platform and standards-based video conferencing solutions extending the video capabilities throughout the enterprise. Both RADVISION and Microsoft will invest resources and have stakes in development, sales and marketing of the joint solution. Customers will have access to innovative communications capabilities leveraging the unique expertise of both companies resulting in higher productivity and lower costs of doing business.

"Gartner estimates that there were more than 1.5 million room-based video conferencing endpoints in circulation by 2009¹," said Scott Morrison, Research Vice President at Gartner. "Vendors that do not include video in a coherent UC platform road map are less likely to succeed in the long term. Those that meet the UC needs of their customers are more likely to be able to 'lock in' video as part of their UC capabilities."

"Microsoft and RADVISION bring customers an interoperable UC solution that allows users to merge their choice of HD video conferencing and telepresence systems with the simplicity of UC at the desktop," said Warren Barkley of Microsoft. "With the Microsoft and RADVISION solutions,

customers can have confidence that their existing and new investments in video communications will interoperate within the UC environment.”

“RADVISION has a long history of providing advanced video conferencing and connectivity capabilities to Microsoft’s real time communications platforms,” said Boaz Raviv, Chief Executive Officer of RADVISION. “Through this latest initiative, RADVISION and Microsoft will bring together the winning combination of solution features and benefits requested by the market today.”

¹ Gartner Research - Predicts 2010: Video, Cloud and UC Services Loom Large in Enterprise Communications, December 2009

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RADVISION PRESENTED WITH PRESTIGIOUS FROST & SULLIVAN INDUSTRY AWARD FOR COMPETITIVE STRATEGY LEADERSHIP IN VIDEO CONFERENCING

Frost & Sullivan Recognizes RADVISION for Outstanding Performance in the Latin America Market with the Frost & Sullivan 2010 Latin America Competitive Strategy Leadership Award

TEL AVIV, October 12, 2010 – RADVISION® Ltd. (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced that it has been presented with the prestigious 2010 Frost & Sullivan Latin America Competitive Strategy Leadership Award in the video conferencing market as a result of recent research conducted.

RADVISION received this award in recognition of the company incorporating HD video conferencing endpoints to its product portfolio at a time when its solutions are on the verge of experiencing high growth rates. RADVISION's new portfolio of HD room systems, desktop video conferencing, management software and multi-party communication platforms fits well in the Latin America market. Additionally, over the last several years, RADVISION has been able to successfully position itself in the largest Latin American markets through a mix of technology investments and marketing and communications programs. This activity has increased RADVISION's position in the region in comparison to other competitors.

"RADVISION has a strong portfolio of clients that trust its capabilities to deliver state-of-the-art video conferencing equipment," said Juan González, Frost & Sullivan Research Manager for Latin America. "RADVISION's ongoing development of deeper relationships with its customers has had a significant impact on satisfaction and value received by its clients. This has been achieved not only with a geographical footprint, but also by a profound understanding of the business challenges each customer is facing."

"The key to our success in Latin America is successful channel relationships and products with the features and pricing appropriate to the market," said Boaz Raviv, Chief Executive Officer for RADVISION. "Our philosophy of delivering high performance and high value along with the right mix of marketing communications activities has enabled us to effectively recruit high quality channels in Latin America."

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RADVISION SHIPS SCOPIA V7.5 – OFFERING BREAKTHROUGH TELEPRESENCE CONNECTIVITY AND VIDEO CONFERENCING INNOVATIONS FOR ENHANCED PRODUCTIVITY

SCOPIA V7.5 Delivers Extensive Enhancements Including Telepresence Interoperability and First to Market Advanced Data Collaboration for Video Conferencing

PARIS IP Convergence and TEL AVIV, October 19, 2010 – RADVISION® Ltd. (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced the availability of SCOPIA V7.5 delivering extensive enhancements to RADVISION's video conferencing solutions including its [SCOPIA Elite MCU](#), [SCOPIA Desktop](#) and [iVIEW SCOPIA Management Suite](#). Major enhancements of SCOPIA V7.5 are noted below.

Breakthrough Technology for Telepresence Interoperability – With the new Telepresence Interoperability feature of SCOPIA V7.5, RADVISION's SCOPIA Elite MCU provides connectivity to users with telepresence systems from Cisco, Logitech/LifeSize, Polycom and Tandberg allowing them to view all meeting participants in a multi-party call, including those on traditional video conferencing systems and telepresence systems from other vendors. Users participating with traditional video conferencing systems will see telepresence participants in a special video layout where multiple video streams are combined into a single panoramic image. Telepresence users no longer have to be stranded in their closed solutions with SCOPIA Elite's new breakthrough telepresence interoperability technology.

Revolutionary Advanced Data Collaboration – SCOPIA V7.5 delivers the first H.239 room system interoperable data collaboration that includes extended capabilities. SCOPIA Desktop's H.239 advanced data collaboration provides the ability to review previously shared data. Conference participants can now review information and catch up if they arrived late to a meeting or want to spend additional time on critical points in material already presented. For example, if a conference participant wants to view an agenda slide in a presentation that was delivered when the meeting first started, they can easily navigate back to that particular slide, while the conference leader continues the presentation for the other participants without interruption.

Enhanced Unified Communications Capabilities – With SCOPIA V7.5, RADVISION continues to expand its comprehensive support for unified communications with full integration for IBM Lotus Sametime. Sametime users will be able to enjoy the high definition multi-party conferencing and connectivity capabilities of the SCOPIA solution with the native Sametime client with no additional

installation required. Connectivity to telepresence, video conferencing room and desktop systems, along with mobile and standard phones is now available directly through Sametime.

Unified Video Conferencing Address Book – Many video conferencing deployments have a variety of endpoints from different vendors. This presents a significant challenge to administrators in managing their address books and updating them. With iVIEW SCOPIA Management Suite, administrators can update the address books for all their video conferencing systems with a single entry from either Microsoft Active Directory or IBM Lotus Domino. This capability is supported for the most popular endpoints available from RADVISION, Logitech/LifeSize, Polycom, Sony and Tandberg.

Enhanced Network Error Handling – Along with RADVISION's current implementation of H.264 SVC, which provides a dramatically high degree of error resiliency, SCOPIA V7.5 has added additional capabilities to further improve performance over Internet connections. NetSense adapts the bandwidth used to a lower rate before packet loss actually affects call quality through a sophisticated prediction technique. In the event that errors do occur, potentially affecting call quality, SCOPIA V7.5 implements superior error handling through sophisticated Reed-Solomon error correction. When network conditions improve, NetSense restores the call to the original bandwidth utilized. The sum of these capabilities is engineered to provide the best quality experience possible.

“SCOPIA V7.5 reflects RADVISION's ongoing drive to deliver the easiest to use solutions, providing the highest quality experience at the most affordable prices in the market,” said Roberto Giamagli, General Manager, Video Business Unit for RADVISION. “For those customers seeking to enhance their productivity and competitive edge, the end-to-end solutions offered by SCOPIA V7.5 along with the recently introduced SCOPIA XT1000 HD room and SCOPIA VC240 desktop systems are the right solutions at the right time.”

RADVISION will be demonstrating the new SCOPIA V7.5 solution at IP Convergence 2010 in Paris, October 19 – 21, Porte de Versailles, hall 4, booth F32.

All product and company names herein may be trademarks of their registered owners.

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**RADVISION REPORTS BETTER THAN FORECASTED RESULTS
FOR THIRD QUARTER OF 2010**

- Revenues are \$24.5 Million -

- Operating Income is \$0.5 Million; Non-GAAP Operating Income is \$1.6 Million -

- GAAP EPS is \$0.02; Non-GAAP EPS is \$0.08 -

TEL AVIV, October 28, 2010 – **RADVISION® (Nasdaq: RVSN)** reported today that revenues for the third quarter of 2010 were \$24.5 million, an increase of 20% from \$20.4 million in the third quarter of 2009 and above the Company's forecast.

For the third quarter of 2010, the Company recorded operating income of \$0.5 million on a GAAP basis and \$1.6 million on a non-GAAP basis, which excludes amortization of purchased intangibles and stock-based compensation expense. For the third quarter of 2009, operating income was \$1.4 million on a GAAP basis and \$2.5 million on a non-GAAP basis excluding stock-based compensation expense.

Net income for the third quarter of 2010 was \$0.3 million, or \$0.02 per diluted share. On a non-GAAP basis, net income was \$1.6 million, or \$0.08 per diluted share. This excludes \$0.5 million of expense for amortization of purchased intangibles related to the acquisition of certain assets of Aethra group, \$0.6 million for the effects of stock-based compensation expense in accordance with ASC 718 (previously SFAS 123R) and a loss of \$0.2 million due to the other than temporary impairment of certain Auction Rate Securities. The total amount excluded for non-GAAP purposes was \$1.3 million, equivalent to \$0.06 per diluted share.

For the third quarter of 2009, net income was \$1.2 million, or \$0.06 per diluted share, on a GAAP basis, and \$2.5 million, or \$0.13 per diluted share, on non-GAAP basis. This excludes stock-based compensation expense of \$1.0 million and a loss of \$0.3 million due to the other than temporary impairment of certain Auction Rate Securities, with the total of \$1.3 million equivalent to \$0.07 per diluted share.

For the third quarter of 2010, total revenues consisted of \$20.7 million for the Video Business Unit or VBU (formerly the Networking Business Unit or NBU) and \$3.9 million for the Technology Business Unit (TBU). This compares with \$15.6 million for the VBU and \$4.8 million for the TBU reported in the third quarter of 2009.

The Company's forecast for the third quarter of 2010, presented on August 4, was for revenues of \$24.0 million (consisting of VBU revenues of \$20.0 million and TBU revenues of \$4.0 million), non-GAAP operating income of \$0.6 million and non-GAAP net income of \$0.5 million or \$0.02 per diluted share.

For the first nine months of 2010, revenues were \$68.6 million, the operating loss was \$4.3 million and the net loss was \$4.8 million, or \$0.25 per diluted share. This compares with revenues of \$58.3 million, operating income of \$0.5 million and net income of \$0.8 million, or \$0.04 per diluted share, in the first nine months of 2009.

On a non-GAAP basis, the Company had operating income of \$1.7 million and net income of \$1.5 million or \$0.07 per diluted share for the first nine months of 2010. This compares with operating income of \$3.8 million and net income of \$4.6 million or \$0.24 per diluted share for the first nine months of 2009. Non-GAAP amounts in the first nine months of 2010 exclude \$2.8 million of one-time expenses and \$1.3 million of

amortization expense related to the acquisition of the Aethra assets, \$1.8 million for the effects of stock-based compensation expense and a loss of \$0.3 million due to the other than temporary impairment of certain Auction Rate Securities. The total amount excluded for non-GAAP purposes in the first nine of 2010 was \$6.2 million, equivalent to \$0.32 per diluted share. Non-GAAP amounts in the first nine months of 2009 exclude the effect of stock-based compensation expense of \$3.3 million and a loss of \$0.6 million due to the write-down of certain Auction Rate Securities, with the total of \$3.8 million equivalent to \$0.20 per diluted share.

The reconciliation between GAAP net income and Non-GAAP net income is provided in the tables at the end of this release.

The Company ended the third quarter of 2010 with approximately \$115.5 million in cash and liquid investments, equivalent to \$5.99 per basic share, a decrease of \$6.8 million from June 30, 2010. The decrease reflects the use of \$7.1 million for a cash self-tender offer for 5% of the company's shares, completed September 7, 2010, and \$0.7 million used for capital expenditures offsetting \$1.0 million generated by operating activities and \$0.1 million received from the exercise of options.

Boaz Raviv, Chief Executive Officer, commented: "Our third quarter results were better than expected due to the very strong performance of our Video Business Unit. Our VBU revenues grew 32% over the third quarter of 2009, more than overcoming the as-expected 21% step-down in revenues from Cisco.

"Driving our VBU growth was the continued market success of our SCOPIA infrastructure platform, which we continue to advance, combined with our successful introduction of endpoints at the beginning of this year, which has transformed RADVISION into an end-to-end video solution provider.

"Our third quarter revenues from endpoints were double those of the second quarter of 2010 as we benefited from the first full quarter of sales of our SCOPIA XT1000 high definition room conferencing system. When combined with sales of our SCOPIA VC240 all-in-one desktop solution, our total endpoint revenues reached 21% of VBU revenues in the third quarter. Our Technology Business Unit played a critical role in the development of our endpoints.

"Our new position as an end-to-end video solution provider has enabled us to deepen our relationships with current reseller partners as well as expand and diversify our channel in both developed and emerging markets globally.

Mr. Raviv concluded: "The continued execution of our strategy in the third quarter of 2010 produced important and tangible results. This is a time of enormous opportunity in the video market. We remain fully focused on moving quickly to seize it."

Guidance

The following statements are forward-looking, and actual results may differ materially.

The Company expects to report revenues for the fourth quarter of 2010 of approximately \$26.0 million and net income of approximately \$1.2 million or \$0.06 per diluted share. This includes stock-based compensation expense in accordance with ASC 718 of \$0.6 million and amortization of purchased intangible assets of \$0.5 million. Excluding these items, non-GAAP net income for the fourth quarter of 2010 is expected to be \$2.2 million or \$0.12 per diluted share. That compares to revenues in the fourth quarter of 2009 of \$22.7 million and a net loss of \$1.5 million, or \$0.08 per diluted share. This included stock-based compensation expense of \$1.0 million, a deferred tax asset write-down of \$4.3 million and acquisition-related costs of \$0.6 million. Excluding the effect of these items, non-GAAP net income for the fourth quarter of 2009 was \$4.4 million, or \$0.23 per diluted share. (Full details of the Company's forecast are available on the Company's web site at www.radvision.com.)

GAAP versus NON-GAAP Presentation

To supplement the consolidated financial statements presented in accordance with generally accepted accounting principles in the United States ("GAAP"), the Company uses non-GAAP measures of operating results, net income and earnings per share, which are adjusted from results based on GAAP to exclude net profit and loss from other than temporary impairment of available-for-sale marketable securities, the expenses recorded for stock compensation in accordance with ASC 718, amortization of purchased intangibles, acquisition-related costs and acquisition-related restructuring expenses, net. These non-GAAP financial

measures are provided to enhance overall understanding of the current financial performance and prospects for the future. Specifically, the Company believes the non-GAAP results provide useful information to both management, and investors as these non-GAAP results exclude other than temporary impairment of available-for-sale marketable securities, the expenses recorded for stock compensation in accordance with ASC 718, amortization of purchased intangibles, acquisition-related costs and acquisition-related restructuring expenses, net that the Company believes are not indicative of the core operating results. Further, these non-GAAP results are one of the primary indicators management uses for assessing the Company's performance, allocating resources and planning and forecasting future periods. These measures should be considered in addition to results prepared in accordance with GAAP, but should not be considered a substitute for or superior to GAAP results. These non-GAAP measures may be different from the non-GAAP measures used by other companies.

Third Quarter 2010 Earnings Conference Call/Webcast

RADVISION will hold a conference call to discuss its third quarter 2010 results and fourth quarter outlook, today, Thursday, October 28, at 9:00 a.m. (Eastern). To access the conference call, please dial 1-877-601-3546 (International dialers may call +1-210-839-8500) by 8:45 a.m. (Eastern). The passcode "RADVISION" will be required to access the live conference call. A live webcast of the conference call also will be available on the Company's website and archived on the site until the next quarter. Simply click on the following link or copy it onto your browser: www.radvision.com/Corporate/Investors/FinancialReports/. A replay of the call will be available beginning approximately one hour after the conclusion of the call through 11:00 p.m. (Eastern) on November 4th. To access the replay, please dial 1-800-216-3057 (International dialers may call +1-402-220-3763).

The PowerPoint presentation highlighting key financial metrics as well as the fourth quarter 2010 estimate also will be available in the Investor Relations section of the company's website. The presentation will be available beginning at 8:00 a.m. (Eastern) on October 28th and will be archived on the website until the end of the third quarter.

About RADVISION

RADVISION (Nasdaq: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video communications solutions and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit blog.radvision.com. For more information about RADVISION, visit www.radvision.com.

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, our ability to integrate the Aethra video assets into our product offerings, 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 its Annual Report on Form 20-F. 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.

- TABLES FOLLOW -

RADVISION LTD. AND ITS SUBSIDIARIES

CONSOLIDATED STATEMENTS OF INCOME

U.S. dollars in thousands, except share and per share data

	Three months ended September 30,		Nine months ended September 30,	
	2010	2009	2010	2009
	Unaudited			
Revenues	\$ 24,541	\$ 20,429	\$ 68,622	\$ 58,310
Cost of revenues	<u>6,811</u>	<u>4,304</u>	<u>18,098</u>	<u>12,639</u>
Gross profit	<u>17,730</u>	<u>16,125</u>	<u>50,524</u>	<u>45,671</u>
Operating costs and expenses:				
Research and development	7,665	6,611	23,118	20,428
Marketing and selling	7,428	6,699	23,150	20,695
General and administrative	1,566	1,369	4,436	4,048
Amortization of purchased intangibles	522	-	1,306	-
Acquisition-related costs	-	-	364	-
Acquisition-related restructuring expenses , net	-	-	2,460	-
Total operating costs and expenses	<u>17,181</u>	<u>14,679</u>	<u>54,834</u>	<u>45,171</u>
Operating income (loss)	549	1,446	(4,310)	500
Financial income, net	<u>329</u>	<u>122</u>	<u>827</u>	<u>1,126</u>
Income (loss) before taxes on income	878	1,568	(3,483)	1,626
Taxes on income	<u>(577)</u>	<u>(408)</u>	<u>(1,308)</u>	<u>(867)</u>
Net income (loss)	<u>\$ 301</u>	<u>\$ 1,160</u>	<u>\$ (4,791)</u>	<u>\$ 759</u>
Basic net earnings (loss) per Ordinary share	<u>\$ 0.02</u>	<u>\$ 0.06</u>	<u>\$ (0.25)</u>	<u>\$ 0.04</u>
Weighted Average Number of Shares Outstanding During the Period – Basic	<u>19,286,941</u>	<u>19,431,880</u>	<u>19,440,209</u>	<u>19,475,093</u>
Diluted net earnings (loss) per Ordinary share	<u>\$ 0.02</u>	<u>\$ 0.06</u>	<u>\$ (0.25)</u>	<u>\$ 0.04</u>
Weighted Average Number of Shares Outstanding During the Period – Diluted	<u>19,358,577</u>	<u>19,666,380</u>	<u>19,440,209</u>	<u>19,584,769</u>

CONSOLIDATED STATEMENTS OF INCOME (Cont.)

U.S. dollars in thousands, except per share data

Reconciliation of GAAP to NON-GAAP Operating Results

To supplement the consolidated financial statements presented in accordance with generally accepted accounting principles in the United States ("GAAP"), the Company uses non-GAAP measures of operating results, net income and earnings per share, which are adjusted from results based on GAAP to exclude net profit or loss from other than temporary impairment of available for sale marketable securities, the expenses recorded for stock compensation in accordance with ASC 718, amortization of purchased intangibles, acquisition-related costs and acquisition-related restructuring expenses, net. These non-GAAP financial measures are provided to enhance overall understanding of the current financial performance and prospects for the future. Specifically, the Company believes the non-GAAP results provide useful information to both management, and investors as these non-GAAP results exclude other than temporary impairment of available for sale marketable securities, the expenses recorded for stock compensation in accordance with ASC 718, amortization of purchased intangibles, acquisition-related costs and acquisition-related restructuring expenses, net that the Company believes are not indicative of the core operating results. Further, these non-GAAP results are one of the primary indicators management uses for assessing the Company's performance, allocating resources and planning and forecasting future periods. These measures should be considered in addition to results prepared in accordance with GAAP, but should not be considered a substitute for or superior to GAAP results. These non-GAAP measures may be different than the non-GAAP measures used by other companies.

The following table reconciles the GAAP to non-GAAP operating results:

	Three months ended					
	September 30, 2010			September 30, 2009		
	(Unaudited)					
GAAP results (as reported)	Non-GAAP Adjustment (*)	Non-GAAP results	GAAP results (as reported)	Non-GAAP Adjustment (*)	Non-GAAP results	
Gross profit	\$ 17,730	\$ 22	\$ 17,752	\$ 16,125	\$ 82	\$ 16,207
Total operating costs and expenses	\$ 17,181	\$ (1,071)	\$ 16,110	\$ 14,679	\$ (923)	\$ 13,756
Operating income	\$ 549	\$ 1,093	\$ 1,642	\$ 1,446	\$ 1,005	\$ 2,451
Income before taxes on income	\$ 878	\$ 1,316	\$ 2,194	\$ 1,568	\$ 1,301	\$ 2,869
Net income	\$ 301	\$ 1,316	\$ 1,617	\$ 1,160	\$ 1,301	\$ 2,461
Basic net earnings per Ordinary share	\$ 0.02	\$ 0.06	\$ 0.08	\$ 0.06	\$ 0.07	\$ 0.13
Diluted net earnings per Ordinary share	\$ 0.02	\$ 0.06	\$ 0.08	\$ 0.06	\$ 0.07	\$ 0.13

(*) Reconciliation of GAAP to Non-GAAP measures (Unaudited)

	Three months ended	
	September 30,	
	2010	2009
Unaudited		
GAAP net income	\$ 301	\$ 1,160
Share-based compensation	571	1,005
Amortization of purchased intangibles	522	-
Other than temporary impairment of available for sale marketable securities	223	296
Non-GAAP net income	\$ 1,617	\$ 2,461
Non-GAAP diluted net income per Ordinary share	\$ 0.08	\$ 0.13

RADVISION LTD. AND ITS SUBSIDIARIES

CONSOLIDATED STATEMENTS OF INCOME (Cont.)

U.S. dollars in thousands, except per share data

	Nine months ended					
	September 30, 2010			September 30, 2009		
	(Unaudited)					
	GAAP results (as reported)	Non-GAAP Adjustment (*)	Non-GAAP results	GAAP results (as reported)	Non-GAAP Adjustment (*)	Non-GAAP results
Gross profit	\$ 50,524	\$ 108	\$ 50,632	\$ 45,671	\$ 260	\$ 45,931
Total operating costs and expenses	\$ 54,834	\$ (5,864)	\$ 48,970	\$ 45,171	\$ (3,030)	\$ 42,141
Operating income (loss)	\$ (4,310)	\$ 5,972	\$ 1,662	\$ 500	\$ 3,290	\$ 3,790
Income (loss) before taxes on income	\$ (3,483)	\$ 6,243	\$ 2,760	\$ 1,626	\$ 3,845	\$ 5,471
Net income (loss)	\$ (4,791)	\$ 6,243	\$ 1,452	\$ 759	\$ 3,845	\$ 4,604
Basic net earnings (loss) per Ordinary share	\$ (0.25)	\$ 0.32	\$ 0.07	\$ 0.04	\$ 0.20	\$ 0.24
Diluted net earnings (loss) per Ordinary share	\$ (0.25)	\$ 0.32	\$ 0.07	\$ 0.04	\$ 0.20	\$ 0.24

(*) Reconciliation of GAAP to Non-GAAP measures (Unaudited)

	Nine months ended	
	September 30,	
	2010	2009
	Unaudited	
GAAP net income (loss)	\$ (4,791)	\$ 759
Share-based compensation	1,842	3,290
Amortization of purchased intangibles	1,306	-
Acquisition-related costs	364	-
Acquisition-related restructuring expenses, net	2,460	-
Other than temporary impairment of available for sale marketable securities	271	555
Non-GAAP net income	\$ 1,452	\$ 4,604
Non-GAAP diluted net income per Ordinary share	\$ 0.07	\$ 0.24

CONSOLIDATED BALANCE SHEETS

U.S. dollars in thousands, except per share data

	September 30, 2010	December 31, 2009
	Unaudited	Unaudited
ASSETS		
CURRENT ASSETS:		
Cash and cash equivalents *)	\$ 18,581	\$ 40,289
Short-term bank deposits *)	50,228	55,352
Short-term marketable securities *)	14,262	4,713
Trade receivables	11,824	11,712
Other accounts receivable and prepaid expenses	6,923	5,552
Inventories	2,218	980
Total current assets	<u>104,036</u>	<u>118,598</u>
LONG-TERM INVESTMENTS AND RECEIVABLES:		
Long-term marketable securities *)	32,381	25,699
Long-term prepaid expenses	2,055	2,310
Severance pay fund	7,029	6,242
Long-term deferred tax asset	1,533	1,533
Total long-term investments and receivables	<u>42,998</u>	<u>35,784</u>
Property and equipment, net	<u>4,472</u>	<u>4,649</u>
Goodwill	<u>4,748</u>	<u>2,966</u>
Other intangible assets, net	<u>5,404</u>	<u>-</u>
Total assets	<u><u>\$ 161,658</u></u>	<u><u>\$ 161,997</u></u>
LIABILITIES AND SHAREHOLDERS' EQUITY		
CURRENT LIABILITIES:		
Trade payables	\$ 4,131	\$ 1,475
Deferred revenues	7,117	8,064
Accrued expenses and other accounts payable	18,469	12,146
Total current liabilities	<u>29,717</u>	<u>21,685</u>
Accrued severance pay	<u>8,117</u>	<u>7,299</u>
Total liabilities	<u>37,834</u>	<u>28,984</u>
SHAREHOLDERS' EQUITY:		
Ordinary shares of NIS 0.1 par value	234	234
Additional paid-in capital	148,273	145,998
Treasury stock	(39,794)	(32,970)
Accumulated other comprehensive income	(547)	(842)
Retained earnings	15,658	20,593
Total shareholders' equity	<u>123,824</u>	<u>133,013</u>
Total liabilities and shareholders' equity	<u><u>\$ 161,658</u></u>	<u><u>\$ 161,997</u></u>
*) Total cash and liquid investments	<u><u>\$ 115,452</u></u>	<u><u>\$ 126,053</u></u>

CONSOLIDATED STATEMENTS OF CASH FLOWS

U.S. dollars in thousands

	Nine months ended	
	September 30,	
	2010	2009
	Unaudited	
<u>Cash flows from operating activities:</u>		
Net income (loss)	\$ (4,791)	\$ 759
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	3,532	2,415
Accrued interest, amortization of premium and accretion of discount on marketable securities and bank deposits, net	(413)	(19)
Amortization of deferred stock compensation	1,842	3,290
Tax benefit relating to loss carryforwards resulting from exercise of stock options	(432)	(402)
Gain on sale of property and equipment	-	(1)
Decrease (increase) in trade receivables, net	(112)	1,642
Increase in other accounts receivable and prepaid expenses	(1,164)	(3,923)
Increase in inventories	(1,138)	(265)
Decrease in long-term prepaid expenses	255	255
Decrease (increase) in deferred tax asset	(134)	239
Increase in trade payables	2,656	(723)
Increase (decrease) in deferred revenues	(947)	658
Increase (decrease) in accrued expenses and other accounts payable	5,147	(2,792)
Accrued severance pay, net	31	(356)
Net cash provided by operating activities	<u>4,332</u>	<u>777</u>
<u>Cash flows from investing activities:</u>		
Proceeds from redemption of marketable securities	22,640	23,235
Purchase of marketable securities	(38,335)	(22,901)
Proceeds from withdrawal of bank deposits	36,984	72,556
Purchase of bank deposits	(31,759)	(92,106)
Purchase of property and equipment	(2,049)	(1,511)
Payment for the acquisition of Aethra	(6,984)	-
Proceeds from sale of property and equipment	-	2
Net cash used in investing activities	<u>(19,503)</u>	<u>(20,725)</u>
<u>Cash flows from financing activities:</u>		
Purchase of treasury stock	(7,131)	(1,142)
Exercise of options by employees	162	29
Tax benefit related to exercise of stock options	432	402
Net cash used in financing activities	<u>(6,537)</u>	<u>(711)</u>
Decrease in cash and cash equivalents	(21,708)	(20,659)
Cash and cash equivalents at beginning of period	40,289	37,872
Cash and cash equivalents at end of period	<u>\$ 18,581</u>	<u>\$ 17,213</u>
Supplemental disclosure of non-cash flows from investing and financing activities:		
Receivables on account of shares	<u>\$ 2</u>	<u>\$ -</u>

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RADVISION GATEWAY CONNECTS MICROSOFT LYNC WITH STANDARDS-BASED VIDEO CONFERENCING & TELEPRESENCE SOLUTIONS

New SCOPIA Unified Communications Gateway for Microsoft Lync Extends the Reach of Lync Providing Interoperability with Video Conferencing & Telepresence Systems

TEL AVIV, November 17, 2010 – RADVISION® Ltd. (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced the [SCOPIA Unified Communications \(UC\) Gateway](#) for Microsoft Lync 2010 delivering interoperability for Lync with standards-based video conferencing solutions.

The SCOPIA UC Gateway is a result of RADVISION working with Microsoft Corp. to develop video conferencing solutions with Microsoft Lync. It is based on a newly developed architectural platform designed to meet the scalability and affordability requirements of the UC market. The SCOPIA UC Gateway will allow customers to realize the benefits of Lync in conjunction with their existing deployments of [room-based video conferencing systems](#) and visual communication solutions such as [telepresence](#) and video on mobile devices.

SCOPIA UC Gateway for Microsoft Lync Highlights:

- **Presence from Video Conferencing Systems** – Any standards-based video conferencing system can be displayed in the Lync contact list and Lync users can view the status of those systems.
- **Connectivity to Standards-based Systems** – Lync users can conference with any video conferencing system extending the reach of Lync to the video enabled conference rooms installed base.
- **HD Audio and Video Experience** – Audio and video between Lync and traditional video conferencing systems is preserved with the high definition experience between Lync with room-based video conferencing systems.
- **Consistent Lync Experience** – The Lync user experience is unaltered when standards-based systems are connected to a conference, preserving the familiar Lync user environment.
- **Connectivity to Standards-based Video Infrastructure** – Lync users also have the option to connect to any standards-based multi-party conferencing unit (MCU) such as the SCOPIA Elite MCU, using additional video processing features provided by these systems.

“Users are asking for a simple and consistent interface that unites voice, IM, data and video into a connected experience,” said Andrew W. Davis, Sr. Analyst & Partner at Wainhouse Research. “UC solutions like Lync are delivering this capability and solutions like RADVISION’s UC Gateway further expand the choices users have in how and where they collaborate.”

“People want to use their video conferencing systems within the Lync environment without compromising their Lync experience,” said Kirk Gregersen, senior director of product management, Microsoft Lync. “RADVISION’s SCOPIA UC Gateway provides this ability and provides interoperability with the installed base of video conferencing systems, enabling them to be an extended part of Lync.”

“RADVISION is building on our rich heritage of market leadership in gateway technology. We were the first to introduce an IP gateway to the market in 1994 and since that time we have expanded our solutions to connect almost any video device on any network,” said Boaz Raviv, Chief Executive Officer of RADVISION. “Today’s announcement both builds on our past experience of interconnecting video devices and ushers in a new gateway architecture designed specifically to support the needs of the Lync environment.”

The SCOPIA UC Gateway for Microsoft Lync is expected to be generally available in Q1-2011.

All product and company names herein may be trademarks of their registered owners.

About RADVISION

RADVISION (Nasdaq: RVSN) is the industry’s leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video communications solutions and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit blog.radvision.com. For more information about RADVISION, visit www.radvision.com.

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, our ability to integrate the Aethra video assets into our product offerings, 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 20-F 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.

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PRESS RELEASE**RADVISION Media Contacts:****Corporate Contact:**

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RENOVO CHOOSES RADVISION'S BEEHD V²OIP CLIENT FRAMEWORK FOR INMATE VISITATION SOFTWARE SYSTEM

New Software Client Reduces Correctional Facilities' Operating Costs and Improves Security by Allowing Inmates and Visitors to Communicate through Voice and Video

TEL AVIV, ISRAEL November 30, 2010 – RADVISION® Ltd. (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced that **Renovo** Software has adopted RADVISION technology for its Inmate Visitation Software System.

Using RADVISION's innovative [BEEHD for Desktop](#) V²OIP client framework, Renovo was able to design a software client tailored specifically to the needs of correctional facilities. The system enables inmates to communicate with their families and friends through high quality video conferencing in any visitor center equipped with a LAN connection. By keeping inmates and visitors physically separated, the system eliminates the need to move inmates from their cells or to search visitors for contraband, thus reducing operating costs and creating a more efficient and safe environment.

“When we first defined the requirements for our new products and services, support for both H.323 and SIP; interoperability; and the ability to bring in users from home with limited Internet connectivity were all high on our list of priorities,” said Tim Skaja, Co-Owner of Renovo Software. “RADVISION proved to best respond to all of these requirements and provided a complete solution with the flexibility to address our specific needs, allowing us to quickly complete development.”

BEEHD for Desktop is part of RADVISION's line of BEEHD framework consisting of desktop, mobile and embedded V²OIP clients, all of which enable high quality HD video and audio conversations with almost any end-point. The BEEHD framework offers signaling protocols (SIP and H.323), media

handling and a pre-integrated application layer of APIs and codecs, significantly lowering development costs and time-to-market. The framework also implements advanced video quality mechanisms such as [H.264/SVC](#) (Scalable Video Coding) and RADVISION's patent pending NetSense, unique bandwidth estimation algorithms that monitor network conditions and predict available bandwidth, thus preventing packet loss before it occurs. This, in turn, enhances quality and user experience when working over unmanaged, error-prone networks such as the Internet.

With video communication becoming the preferred means of conversing world-wide, RADVISION's BEEHD client frameworks will serve the growing need for video conferencing enabled end-points. "For nearly two decades, RADVISION has excelled in providing high-quality, industry-leading video conferencing solutions. BEEHD client framework packages this extensive knowledge into a single product, allowing developers to create video conferencing enabled systems customized to their own needs," said Avishai Sharlin, General Manager of RADVISION's Technology Business Unit. "RADVISION is in a unique position to provide both unparalleled signaling interoperable technology as well as unique patented media algorithms, offering our customers the best of both worlds."

About RADVISION

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About RENOVO SOFTWARE

Minneapolis-based Renovo Software is a leading developer of solutions for the video communications industry. Specifically, Renovo partners with customers to design, develop and support powerful, flexible and scalable software solutions that schedule, automate and manage complex video networks. Used by the largest service providers and correctional facilities across North America, Renovo's success is a result of leadership that combines a world-class product development team with unparalleled customer service. Renovo Software remains at the forefront of the market by offering a comprehensive suite of products that combine state-of-the-art solutions with unique design that exceeds customer expectations. For further information regarding Renovo Software visit www.renovosoftware.com

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, our ability to integrate the Aethra video assets into our product offerings, 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 20-F 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.

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RADVISION'S SCOPIA MOBILE VERSION 2 DELIVERS ADVANCED CONFERENCING APPLICATION FOR THE APPLE iPhone & iPad

Free SCOPIA Mobile V2 Now Available in Apple App Store, First to Support H.239 Data Collaboration for Connectivity with Standards-Based Video Conferencing and Telepresence Systems

TEL AVIV, December 7, 2010 – RADVISION® Ltd. (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced the availability of [SCOPIA Mobile V2](#), the first conferencing application for the Apple® iPhone® and iPad™ that allows users to participate in video conferences with standards-based audio and H.239 data collaboration.

SCOPIA Mobile V2 is available for free immediately through the Apple App Store. Two different versions of SCOPIA Mobile are offered. [SCOPIA Mobile for the iPad](#) is optimized for the large, high resolution display of the iPad; with [SCOPIA Mobile for the iPhone](#) optimized for the high resolution Retina™ display and the additional telephony capabilities of the iPhone.

SCOPIA Mobile users can now view presentations, spreadsheets, documents and images shared in a video conference or telepresence meeting with H.239 interoperable data collaboration. Participants can also immediately review previously shared materials if they arrived late to a meeting or spend additional time on critical points in material presented without interrupting other participants or disturbing the meeting flow. In addition, iPhone users can easily connect to a video conference and participate by audio through the telephony capabilities of the iPhone.

SCOPIA Mobile's revolutionary data collaboration capabilities are based on RADVISION's recently introduced SCOPIA V7.5 solution with [advanced data collaboration](#). This new advanced data collaboration is the first in the video conferencing industry to provide users with extended capabilities beyond what the H.239 standard offers, along with video conferencing room and telepresence system interoperability.

“SCOPIA Mobile provides us with a unique conferencing solution with significant differentiation in the market,” said Benoit Kislich-Lemyre, General Manager of DataVisual Marketing Inc., a leading Canadian representative and distributor of audio-visual products located in Ottawa, Canada. “RADVISION's innovations such as SCOPIA Mobile will strongly resonate with video conferencing users in our market and are one of the reasons why we signed on to carry the SCOPIA product line.”

SCOPIA Mobile V2 Highlights:

- **Receive Advanced Data Collaboration** – View presentations, spreadsheets, documents and images shared in a video conference with H.239 interoperable data collaboration. Participants can also immediately review previously shared materials.
- **Easily Participate with Audio** – Easily connect to a conference and participate by audio with the iPhone or be called back on an alternate number.
- **Invite Any Participant to a Meeting** – Access your company directory to invite any attendee. You can also invite guest phones or video conferencing systems by their number or address.
- **Moderate Meetings** – Mute noisy participants, stop the camera of a remote attendee or simply disconnect unwanted participants. Change the video layout for any video conferencing system and even rearrange the participants in the layout.
- **Control Meetings** – Start or pause recording, start or stop streaming, lock a conference, extend the meeting time, and terminate individual participants or the entire meeting.
- **Troubleshooting** – View participant statistics such as audio and video codecs in use, resolution, network speed and loss to assist in basic troubleshooting.

“Being able to easily join a conference from wherever you are is a philosophy we have always been committed to at RADVISION. We have demonstrated this with our gateway products and through our desktop and previous mobile offerings. SCOPIA Mobile V2 is another example of RADVISION’s aggressive technology leadership and innovation and we are proud to deliver the first application of its kind,” said Roberto Giamagli, General Manager, Video Business Unit for RADVISION. “The significant enhancements and extended reach with the free SCOPIA Mobile application provide an even greater incentive for users to embrace video conferencing and the SCOPIA platform.”

All product and company names herein may be trademarks of their registered owners.

About RADVISION

RADVISION (Nasdaq: RVSN) is the industry’s leading provider of market-proven products and technologies for unified visual communications over IP, 3G and IMS networks. With its complete set of standards-based video communications solutions and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. To gain additional insights into our products, technology and opinions, visit blog.radvision.com. For more information about RADVISION, visit www.radvision.com.

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, our ability to integrate the Aethra video assets into our product offerings, 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 20-F 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.

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RADVISION RECEIVES FROST & SULLIVAN 2010 BEST PRACTICE AWARD

Frost & Sullivan China Recognizes RADVISION for Outstanding Innovation in the Field of Video Technology

TEL AVIV, December 14, 2010 – RADVISION® Ltd. (Nasdaq: RVSN), a leading technology and end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high definition (HD) room, desktop and mobile video conferencing systems, today announced that it has been selected by industry analyst Frost & Sullivan for the Frost & Sullivan China Best Practice Award – 2010 Excellence in Video Technology Innovation of the Year in recognition of the Company’s “remarkable efforts and innovative contribution in the video technology field.”

Each year, Frost & Sullivan presents this award to the company that has carried out new research, which has resulted in innovations that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award recognizes the quality and depth of RADVISION’s research and development program, as well as the vision and risk-taking that enabled it to undertake such an endeavor.

“RADVISION’s continuous investment in research and development is a key factor to its innovations in technology and solutions that drive its business,” said Simon Yang, industry analyst at Frost & Sullivan. “Based on their deep understanding of clients’ needs and market trends, RADVISION has been engaged in developing video technology in 3G and IP networks, and is a leading provider in the visual communication and unified communication industries. Its SCOPIA series and other high-end products and applications can successfully utilize video technology in unified communications and facilitate enterprises with a seamless communications platform, which makes RADVISION’s brand a highlight in the market.”

RADVISION noted that its long-term investment and research in video technology has successfully helped enterprises and service providers build efficient video communication networks, and is removing barriers to the development of unified video communication, thereby promoting the advancement of video technology. RADVISION introduced several technology innovations in 2010 including the following examples:

- [SCOPIA XT1000 HD Video Conferencing Room System](#) – with dual 1080p video and embedded 9-participant multi-party conferencing MCU at a market leading price point.
- [SCOPIA Control](#) – the first Apple® iPad™ application for control of video conferencing room systems.

- [SCOPIA Mobile V2](#) – the first mobile conferencing application for the Apple iPhone® and iPad to support H.239 data collaboration for connectivity with standards-based video conferencing and telepresence systems.
- [SCOPIA Elite MCU Telepresence Interoperability](#) – offering the most interoperable, multi-vendor, multi-stream telepresence conferencing solution in the market.
- [SCOPIA XT1000 SMB Solution](#) – providing an all inclusive HD video conferencing room system, with integrated desktop conferencing and high-capacity multi-party MCU ideal for the SMB market.
- [SCOPIA Unified Communications Gateway for Microsoft® Lync™](#) – connecting Microsoft Lync users with standards-based video conferencing and telepresence systems.

In China, under the government’s policies promoting tri-network integration (the combination of the telecommunication network, the cable TV network, and the Internet) and Internet of Things (IOT), video technology is a recent hotspot. According to Frost & Sullivan’s research, which includes analysis of policy along with market and technology drivers, the video conferencing market is estimated to continue its high speed of development with a CAGR of 25.4%.

“We are very proud of the accomplishments RADVISION has attained in China and throughout the Asia Pacific region,” said Eitan Livne, General Manager, RADVISION Asia Pacific. “This award from Frost and Sullivan is important recognition of the Company’s efforts. With our end-to-end full solution portfolio, we are very optimistic about our continued growth and success in the market.”

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