



## PRESS RELEASE

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## YUVAL BLOCH JOINS RADVISION AS CHIEF OPERATING OFFICER

*Industry Veteran to Oversee RADVISION's Operations Worldwide*

**Glen Rock, NJ, January 26, 2004 – RADVISION (Nasdaq: RVSN)** today announced that Yuval Bloch, 49, has been named to the newly created post of Chief Operating Officer. Based in Tel Aviv, Mr. Bloch will report to Gadi Tamari, Chief Executive Officer, and be responsible for overseeing and managing the day-to-day operations of RADVISION.

Mr. Bloch brings over twenty-five years of management experience in telecommunications to RADVISION, having spent a majority of his career with Motorola. In addition to various senior positions at Motorola, Mr. Bloch served as President and General Manager of Invisix, the joint venture of Cisco Systems and Motorola focused on core IP networks and wireless applications. Mr. Bloch has lived and worked on three continents and, over the course of his career, has overseen engineering, sales, and general and operational management, bringing to RADVISION extensive operational experience and a truly international perspective.

“We are very pleased to add an individual of the caliber of Yuval Bloch as a key member of our executive team,” said Gadi Tamari. “By establishing the post of Chief Operating Officer, we are taking an important step forward in this company’s development and preparing for the significant growth opportunity that we see emerging in the marketplace. With Yuval overseeing our operations from Israel and with the support of our exceptionally strong management team, I will be free to fully focus on working closely with our partners worldwide to continue to define and realize the full opportunity of the personal visual communications market.”

## **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](http://www.radvision.com)

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