



PRESS RELEASE

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AETHRA AND RADVISION JOIN FORCES TO PROMOTE TRUE END-TO-END INTEROPERABILITY FOR VISUAL COMMUNICATION SOLUTIONS

***-- Live Demo of End-To-End Interoperability at ITU 2003 Tradeshow;
Companies' Strengthened Relationship Demonstrates Commitment to Open Standards,
Multi-Vendor Interoperability --***

Geneva – ITU 2003 – October 12, 2003 - AETHRA, a global provider of visual communication solutions, and RADVISION (Nasdaq: RVSN), a leading provider of video telephony network infrastructure platforms, today at ITU 2003 exposition (Hall 2 booth 2331 and Hall 4 booth 4236) demonstrated full end-to-end interoperability of their communication platforms, all managed and controlled by RADVISION's advanced network management suite (iVIEW™ NMS), a powerful software platform for integrating components from multiple vendors into a single streamlined communication system.

Responding to customers who want to combine and take advantage of the best features and capabilities from different vendors, the two companies have been working closely at the technology level to ensure end-to-end, feature-rich solutions that leverage the best-of-breed functionality of AETHRA combined with RADVISION platforms and provide customers with fully interoperable, standards-based solutions.

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“The close technological collaboration between AETHRA and RADVISION has allowed us to deliver fully interoperable cost-effective end-to-end conferencing solutions to the market”, declared Giulio Viezzoli, President of Aethra, “consolidating our prominent position in the IP communications industry”.

“Both RADVISION and AETHRA have played a strong role in making visual communication a powerful, easy-to-install and support component of a multimedia collaboration network,” said Gadi Tamari, CEO of RADVISION. “Through our co-development and interoperability work, including our support of AETHRA’s new advanced features and powerful video terminals, we continue in this tradition, delivering to the market end-to-end, standards-based collaborative communication solutions for voice, video and data conferencing – all tightly integrated and fully interoperable.”

About RADVISION Conferencing Solutions

RADVISION offers one of the broadest and most complete set 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.

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About AETHRA

Aethra (www.aethra.com) is a leader in the global telecommunications market, with distribution of its leading-edge products through more than 40 telecommunications carriers worldwide. The company develops, manufactures and markets a wide range of high-performance telecommunications products, including ISDN and xDSL products, video communication systems and audioconferencing solutions, and management solutions for audio, video and data services in over 60 countries. These exceptional products have distinguished Aethra as a leader in the telecommunications industry worldwide for over 30 years, reflecting its expertise in bringing cutting-edge communications technologies to market.