



PRESS RELEASE

Corporate Contacts:

Tsipi Kagan
Chief Financial Officer
RADVISION
Tel: 201-689-6340
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

BRASIL TELECOM CHOOSES RADVISION VISUAL COMMUNICATIONS SOLUTION FOR NEW INTEGRATED VIDEO, WEB, AND VOICE SERVICE OFFERING

*Major Latin American Service Provider to Offer
Multimedia Communications Services to Enterprise and Residential Customers*

Glen Rock, New Jersey, March 15, 2004 -- RADVISION (Nasdaq: RVSN), a source of award winning, industry-standard products and technologies for real-time visual communications, today announced that Brasil Telecom has chosen its powerful *viaIP*TM platform as a major component in its new converged voice, Web, and video conferencing and communication offering for enterprises and broadband residential customers throughout Brazil.

Brasil Telecom is one of the largest telecommunications companies in Brazil and the second largest broadband operator in Latin America, with 10.7 million lines installed and 280,000 ADSL accesses in service.

Leveraging the *viaIP*'s carrier-grade IP architecture and standards-based interoperability with third party Web/voice conferencing platforms, Brasil Telecom (BrT) now offers multimedia communication services to both enterprise meeting rooms and desktops. BrT is also using this architecture to deliver video telephony services to their residential customers' living rooms and home PCs over a broadband IP connection. The contract, won by SupportCom and fulfilled in part by RADVISION, closed in late Q3. The network went live in January, 2004.

"RADVISION has a strong record in providing visual communication solutions that enable service providers to roll out visual communications services to their enterprise and residential customers," said Cesar Frantz, CEO of SupportCom. "The technical success of RADVISION's FastWeb installation for residential and enterprise video telephony along with its strong track record in a number of service bureaus that offer

managed videoconferencing services to enterprise customers, made them a natural choice. We are excited to enable Brasil Telecom to be the first carrier in Latin America to offer a visual communication solution of this scope.”

“Our new integrated video, audio and web conference solution - tvfone – has positioned Brasil Telecom as a multimedia service provider, with high quality and availability as well as attractive costs for our customers. RADVISION’s *viaIP*[™] platform represents the best cost/benefit relation for Brasil Telecom. Another key element for the success of the project was the fast delivery and configuration of the equipment,” says Waldir Morgado, Brasil Telecom’s director of Products and Services.

Enterprise Web, Voice and Video Solution

Brasil Telecom is using the RADVISION solution with a third party Web and voice conferencing solution to offer enterprise broadband customers with managed multimedia conferencing and communications services. With this solution users will be able to easily schedule and attend voice, videoconferencing and Web-based data collaboration meetings using familiar applications such as Microsoft Outlook. In addition to combining all forms of communications in a single simple to use interface, the key value proposition of the BrT solution to enterprises over installing a solution in-house is that the corporate IT manager will have no infrastructure to support other than the end point devices (desktop or meeting room) and have access to 24x7 Brasil Telecom support.

Residential Video Telephony

In addition to offering managed enterprise multimedia communications based in part on the RADVISION architecture, Brasil Telecom will also offer video telephony services to its residential broadband customers. Providing video communication with the same ease of use, cost and reliability as traditional phone service, this service complements Brasil Telecom’s current suite of integrated Internet access, telephony (VoIP), cable television and video-on-demand services delivered through a single fiber optic connection to the home. With this easy-to-use service users can now join in a video call from their living room using a set top box with integrated camera, telephone and television, or they can use their PC and any of a number of commercially available Web cams.

About RADVISION

RADVISION (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.

About Brasil Telecom

Brasil Telecom provides local and national long distance services as a concessionary in region II, which includes the Brazilian states of Acre, Rondonia, Mato Grosso, Mato Grosso do Sul, Tocantins, Goias, Santa Catarina, Parana, and Rio Grande do Sul, as well as the Federal District. The company also has authorization to provide those services in the remaining Brazilian regions (regions I and III), as well as international long distance services all over the country.

Brasil Telecom also provides network, data communication and other value-added services in region II. The company has just received authorization to start its mobile operation in the states of region II and will soon offer its clients complete and convergent solutions.

Brasil Telecom has 10.7 million lines installed and 294,000 public phones. Today, Brasil Telecom is the second largest broadband operator in Latin America and takes the DSL technology to over 300 cities in its concession area. For more information, visit www.brasiltelecom.com.br.

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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, 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 10-K 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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