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VIDEOCONFERENCING INDUSTRY VETERAN JOINS RADVISION AS GENERAL MANAGER FOR THE AMERICAS

*Highly Experienced Sales and Marketing Manager to Head RADVISION's Americas Operations;
Oversee Enterprise and Service Provider Video Sales Teams*

Fair Lawn, New Jersey, October 20, 2004 -- RADVISION LTD. (Nasdaq: RVSN) today announced that JD Vaughn has been named General Manager of the Company's Americas operations. In this newly-expanded position, Vaughn will report to Amos Talmor, RADVISION's Senior VP of corporate sales and marketing, and head the company's overall operations in its largest geographic region. Vaughn will oversee all regional enterprise and service provider sales, field marketing, and support teams as well as management of the US office and all ancillary operations such as human resources and accounting for the Americas

Vaughn brings vast experience in sales and marketing management to RADVISION. Before joining RADVISION, Vaughn was Chief Sales Officer at Applied Global Technologies (AGT), a Federal Systems Integrator. Prior to AGT Vaughn was Vice President of Sales for Polycom, where he was responsible for all sales personnel for the "Americas" and for generating over \$200 million in annual revenue. Vaughn joined Polycom through its acquisition of Accord Systems, where he was the company's Worldwide Vice President of Sales. Vaughn began at Accord when it was a start up and was responsible for leading the global sales team that drove the company's annual revenues from zero to \$60 million. Over his career Vaughn has also held senior sales and marketing positions at a number of other video technology companies including ViewCast, VideoServer, PictureTel Corporation, MCI Telecom USA, and AT&T Long Lines.

"JD has not only been in the industry since its earliest beginnings but he has significant experience in business development with OEMs, resellers, channels, carriers, distributors, IXC's, LEC's and ILEC's – all of our key channels and partners," said Gadi Tamari, CEO for RADVISION. "We have been looking for the ideal person to lead our Americas operations and we have found in JD that rare combination of in-depth industry experience, a proven sales track record, experience in running large teams, and outstanding people skills – all necessary characteristics for someone running our largest region in revenues and activities."

“RADVISION has been a company that I have admired since they first began pioneering the IP communications market over a decade ago,” said Vaughn. “RADVISION has an incredibly strong suite of products that serve the entire communications market – from developers, to service providers and enterprises. That, along with its powerful relationships with such industry leaders as Cisco and Microsoft, positions the company to grow dramatically as video becomes a part of peoples’ everyday communications and I look forward to playing an important role in this growth in the Americas.”

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