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**RADVISION'S SUPPORT OF MICROSOFT OFFICE LIVE COMMUNICATIONS SERVER 2003
WINS COMMUNICATION SOLUTIONS® 2003 PRODUCT OF THE YEAR AWARD**

GLEN ROCK, New Jersey, March 16, 2004 -- RADVISION (Nasdaq: RVSN) today announced that its *viaIP* Multimedia Conferencing Solution with its new IMfirst™ module has been named by COMMUNICATIONS SOLUTIONS® magazine as a Product of the Year for 2003.

IMfirst is a revolutionary module for RADVISION's award-winning *viaIP* platform, providing an enabling technology that allows IT managers to use the Microsoft Windows Messenger and Office Live Communications Server 2003 architecture to implement a multiparty and/or multidevice communications architecture that integrates presence, instant messaging, data collaboration, voice calling, and video telephony into a single seamless experience for the employee desktop or meeting room.

With the RADVISION *viaIP* solution and IMfirst module, multiple users can now participate together in a single voice, video, and data conference with a few clicks of a mouse – turning Live Communications Server into the ideal conferencing platform for desktop converged communications. The *viaIP* acts as a central hub for the call, taking all the participating voice, video and/or data streams and integrating them into a single multiparty, multimedia session.

Additionally, the RADVISION solution translates between different communications protocols, enabling any device to connect with any other, regardless of the system or underlying communication protocol used. This means Windows XP desktop end points, which use the SIP protocol, can be integrated into an existing videoconferencing or communications network and can interoperate with end points using other protocols such as H.323 (voice and video over IP), ISDN (legacy videoconferencing) and new 3G wireless mobile video handsets (3G-324M).

IMfirst, a middleware solution, makes the RADVISION conferencing platform look to users as simply another buddy on their Windows Messenger buddy list. And, by simply inviting the buddy representing the *viaIP* into a voice, video, or data call, a multi-participant session is automatically initiated. Other users can then be either invited by IM to participate, can dial into the bridge, or the system can be configured to dial out to their end point or telephone to bring them into the conference.

“Personal multimedia communications - the ability for users at their desktop to communicate with any other person or group of people using whichever media is most appropriate - is the future of the IP communications architecture,” said Killko Caballero, Senior Vice President for Enterprise Strategy for RADVISION’s Networking Business Unit. “Microsoft’s Live Communications and Windows Messenger architecture gives the end user the power to choose the communications method that is best suited to the moment, be it a simple IM message, interactive data collaboration, or a full video call. RADVISION is proud of its role in bringing multiparty and multidevice functionality to this paradigm and *Communications Solutions*’ designation of our solution as a Product of the Year reinforces our belief that this is a powerful step forward in this space.”

“Our Product of the Year award recognizes outstanding technologies and approaches to delivering and enabling next generation communications and collaboration solutions to the enterprise and service provider,” said Rich Tehrani, president of TMC and group editor-in-chief of *Communications Solutions*. “There were many strong contenders this year for such an award but RADVISION’s viaIP 400 and its support of Microsoft’s revolutionary Live Communications Server and Windows Messenger client was obviously one of those technologies that we see as having the potential to spur the move of multimedia communications to the enterprise desktop.”

About RADVISION Conferencing Solutions

RADVISION offers one of the broadest and most complete sets 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 and multimedia streaming applications to employee computer desktops, residential broadband homes, and 3G subscribers 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

About TMC Publications and Communications Solutions

Since 1972, Technology Marketing Corporation (TMC(TM)) has produced industry-leading trade magazines and events focused on technology and telecommunications. TMC(TM) publishes two magazines: Customer Inter@ction Solutions(TM) and Internet Telephony, and two online publications, Planet PDA(TM) Magazine and BiometriTech(TM) Magazine. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs(TM), and provide factual and unbiased product reviews. TMC also produces INTERNET TELEPHONY Conference & Expo, Planet PDA@: The Enterprise PDA Event and BiometriTech Conference & Expo. TMCnet.com publishes more than 25 topical online newsletters. For more information about TMC, visit its Web site at www.tmcnet.com

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