



Press Release

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RTL Germany wins Formula 1's checkered flag with Orad's 3DPlay channel branding solution

Orad Hi-Tec Systems (Symbol: OHT) a world-leading provider of virtual studios and on-air graphics announced that leading European broadcasters RTL Television Germany used Orad's 3DPlay channel branding solution to add powerful on-air graphic enhancements to its Formula 1 broadcasts.

RTL relied on 3DPlay to insert lower thirds, side panels, tables, etc to its Formula 1 broadcasts showing the drivers' bios, position, speed, and flags. Tickers and crawlers ran continuously with SMS feeds from the viewers at home who answered questions asked live. All the data was populated in real-time from their database.

3DPlay also served as an off-line editor enabling RTL to continually add new dimensions to their graphics.

In less than 4 weeks since the initial order, Orad's 3DPlay channel branding and 3Designer authoring graphics were extensively used in the Formula 1 broadcast. RTL will continue to use 3DPlay for the entire Formula 1 season.

Detlef Sold, RTL Germany's Director of Production: "Orad has really come through – their 3DPlay solution and 3Designer authoring software has enables us to easily place exciting 3D on-air graphics on our Formula 1 productions. Formula 1 is a major event for us, and we are very satisfied with the enhanced production we are now offering."

Avi Sharir, CEO and President of Orad Hi Tech Systems: "RTL required more than just a standard channel branding solution; they required a reliable, customizable solution and partner who can help them create the graphics they need instantly. We were more than happy to be their partner on such an important endeavor."

About Orad Hi Tech Systems

Orad Hi-Tec Systems is a world leading provider of real time 3D broadcast graphics solutions, including; news, channel branding, sports production and enhancement, special events and elections, virtual studios, and virtual advertisement. Orad's compelling solutions streamline production workflow, enhance viewer experience and improve production value. Founded in 1993, Orad is a public company listed on the Frankfurt Stock Exchange (OHT). For more information, visit www.orad.tv

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