



## Press Release

Kfar Saba, Israel –July 13, 2009

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### Orad and NBC Sports win at Wimbledon with powerful graphic enhancements

Orad Hi-Tec Systems, a world-leading provider of innovative real-time broadcasting graphic solutions, announced today that it provided NBC Sports with powerful graphic enhancements for its broadcasts of the 2009 Wimbledon Grand Slam tennis tournament.

Orad's MVP sports enhancement platform allowed NBC analysts to break down several types of actions so that the viewers got unique in-depth looks and explanations of this historic and record-breaking event.

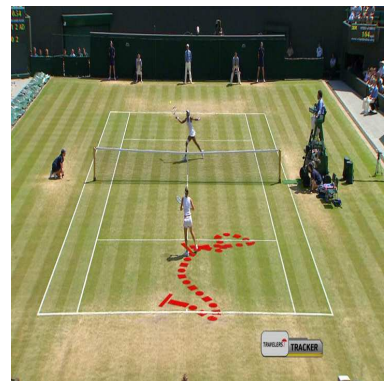
NBC utilized Orad's FloMotion stroboscopic technology to show the positions of a player throughout a volley. This enhancement gave commentators and analysts the ability to see how much one player forced another to move around the court. Precise object tracking was employed in several different ways. An "Ace Pak" was provided to show viewers multiple ace shots in succession with the landing point of the ball graphically enhanced. The Ace Pak was used to track aces throughout games, sets and matches.

MVP was used to track and show the path of the ball on player errors, winning shots and other scenarios throughout the two weeks of the tournament. One of the more surprising elements of the tennis match was revealed with player tracking on the court. Without the need for camera modifications or special hardware, MVP tracked players during game volleys and delivered distances covered during the volley. Commentators and viewers alike were surprised by how far an athlete travels during a volley.

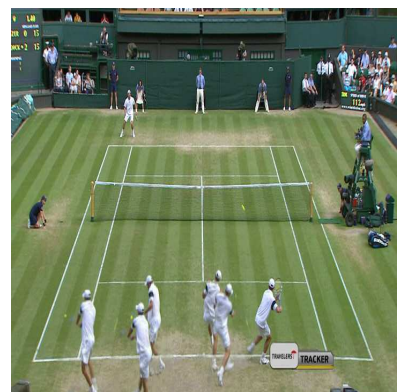
Orad's PlayMaker slow motion replay server was used in conjunction with MVP for the preparation of clips, lessening the reliance on costly replay systems and labor in the broadcast facility.

"MVP and PlayMaker were an ideal choice to enhance Wimbledon. Their accuracy and fast clip preparation capabilities provided NBC viewers with immediate and captivating graphics that are ideal for such a fast paced event" Avi Sharir, CEO and President of Orad Hi-Tec Systems.

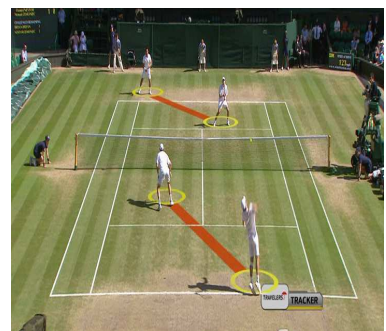
MVP's FloMotion enhancement



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Orad's MVP product is designed to work with almost any kind of sport, indoor or out, without camera modifications and minimal set-up time. MVP has been used with football, basketball, baseball, soccer, hockey, tennis and other sports around the world.

### **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, 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](http://www.orad.tv)

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