



Press Release

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Orad's releases its new Final Cut Pro plugin

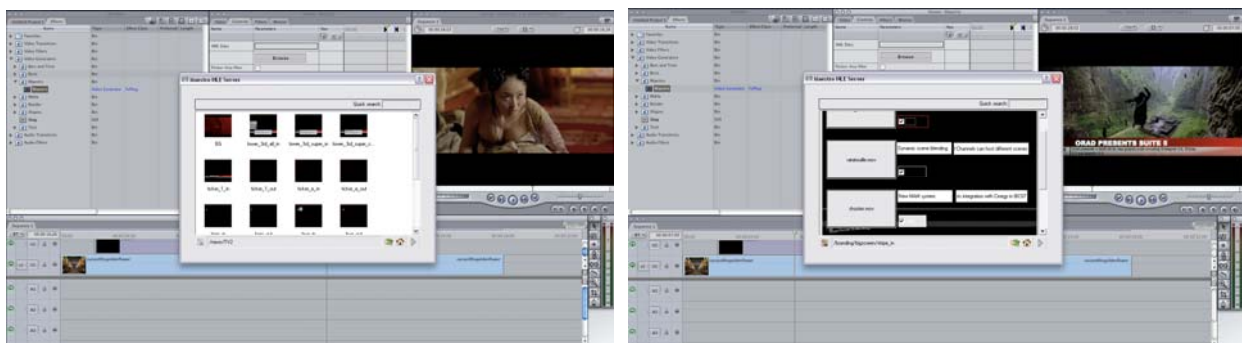
Orad, a world leading provider of real time broadcasting graphic solutions, released its new graphic plugin for Final Cut Pro (FCP) editing tool.

Orad's NLE plugin for FCP allows broadcasters to work more efficiently by seamlessly integrating graphics created to work in real-time, with existing post-production environments. With the new FCP plugin, graphics are created once and can be re-used in both real-time environments and post production environments. This allows broadcasters to retain the same graphic look and feel, and interface across different platforms.

By enabling graphic re-purposing, the new NLE plugin for FCP greatly improves the effectiveness of graphics creation and redesign.

Orad's NLE plugin for FCP connects to Maestro's database, where all graphic templates are published, and allows for browsing or searching for templates, filling in data, or retrieving data from external data sources. The plugin enables the user to drag and drop the graphic into FCP's timeline, preview the graphic while scratching through the timeline, including entered data and animations, and render locally the effect, without any need for additional hardware.

Graphic user interface



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

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