



Press Release

Kfar Saba, Israel –August 25th, 2009

Orad and Vinten Radamec to showcase their integrated virtual studio solution at IBC (booths 9.E20a and 7.H21)

Orad, a world leading provider of real-time broadcasting graphic solutions, and Vinten Radamec®, a Vitec Group brand and global leader in camera automation, have teamed up to provide an integrated solution combining Orad's ProSet HD/SD virtual studio solution and Vinten Radamec's new Fusion FP188VR Robotic Pedestal, together with the Fusion FHR120VR Robotic only Head.

The Fusion FP188VR robotic pedestal feeds precision tracking data in real time to Orad's ProSet virtual studio application, which renders the virtual studio graphics. The tracking data includes X/Y positioning and height data as well as the pan, tilt, zoom and focus parameters, allowing completely free movement of the camera within the studio space and offering maximum production flexibility.

The integrated solution offers an unmatched ROI: a single operator is required to operate all cameras and the same physical space can be utilized for multiple productions.

The new version of ProSet enhances the level of photorealism with an extensive array of real-time shaders and unmatched rendering capabilities. ProSet also offers a library of particles, and enables presenters to interact and trigger graphic elements from within the virtual environment.

The Vinten Radamec virtual reality interface is designed for high precision and easy integration. The head FHR120VR provides extremely accurate data – one million counts per revolution for pan and tilt. In the near future an absolute referencing option for the pedestals will be offered in addition to the current high precision positioning system, enhancing still further the performance in VR applications.

Avi Sharir, CEO and President of Orad Hi-Tec Systems: "This integration will provide broadcasters the flexibility of choosing their preferred tracking technology when relying on Orad's award winning virtual studio."

"Virtual reality will continue to grow in the broadcast market, and it is important that users can choose the hardware and software that best meets their creative requirements," said Alan Platt, Head of Robotics at Vinten Radamec. "We aim to provide robotics solutions to meet their requirements whatever their choice, which is why we are pleased to be able to work with Orad on this IBC demonstration."

For more information about Orad's broadcasting graphic solutions, come see us at IBC (booth: 7.H21)

For more information about Vinten Radamec's tracking solutions, come see us at IBC (booth: 9.E20a)

About Orad Hi-Tec 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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About Vinten Radamec

Vinten Radamec, a Vitec Group brand, is the market leader in camera robotics for broadcast applications. It developed the first robotics systems for BBC and now has many installations worldwide. Its control systems are available with a range of user interfaces, including manual control panels and touch screens. Interfaces are available for all the popular production automation systems, and can be retro-fitted to existing robotics controllers as a software package, communicating with the automation over ethernet. A range of pan and tilt heads are available, as are fully motorised pedestals. Height adjustment can be added to some existing manual Vinten and Sachtler pedestals as a field upgrade. For more information, visit www.vintenradamec.com

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