



Orad signs a virtual studio OEM deal worth USD1.2 Million for the Chinese market.

January 20, 2010- Orad Hi-Tec Systems Ltd. (Frankfurt - Prime Standard; Symbol: OHT), a global developer, marketer and distributor of state-of-the-art, 3D real-time graphic solutions for the broadcasting markets, announced today that it completed the implementation of an OEM virtual studios deal for the entry level market in China. The deal valued is at USD1.2 million. The order is from Orad's Chinese partner China's Pacific Media Technologies (PMT), who will be reselling the solutions to local and provincial Chinese broadcasters.

Orad's virtual studios were chosen because of their technological superiority over all the other virtual studios in the international market and their seamless adaptability to the Chinese production workflow. Orad's virtual studios will provide substantial economic benefits and an excellent return on investment by increasing sponsorship capabilities and by enabling many different types of shows, including sports, news, and entertainment, to be produced easily from the same studio.

Mr. Avi Sharir, CEO and President of Orad commented: "Orad has already established itself as the leader in high end virtual studios in the Asian market, with sales to Shanghai Media Group, CCTV China, Phoenix TV Hong Kong, and more recently ESPN Star Sports. With this sale to PMT, entry level broadcasters will also be able to enjoy Orad's virtual studio technology."

For further information contact:

ORAD Hi-Tec Systems Ltd

Ehud Ben-Yair
C.F.O

+972 9 7676 862

ehudb@orad.tv

Edicto Investor Relations

Dr. Sonke Knop, Frankfurt
Germany

+49 608494859-1