



Press Release

Kfar Saba, Israel –August 19th, 2009

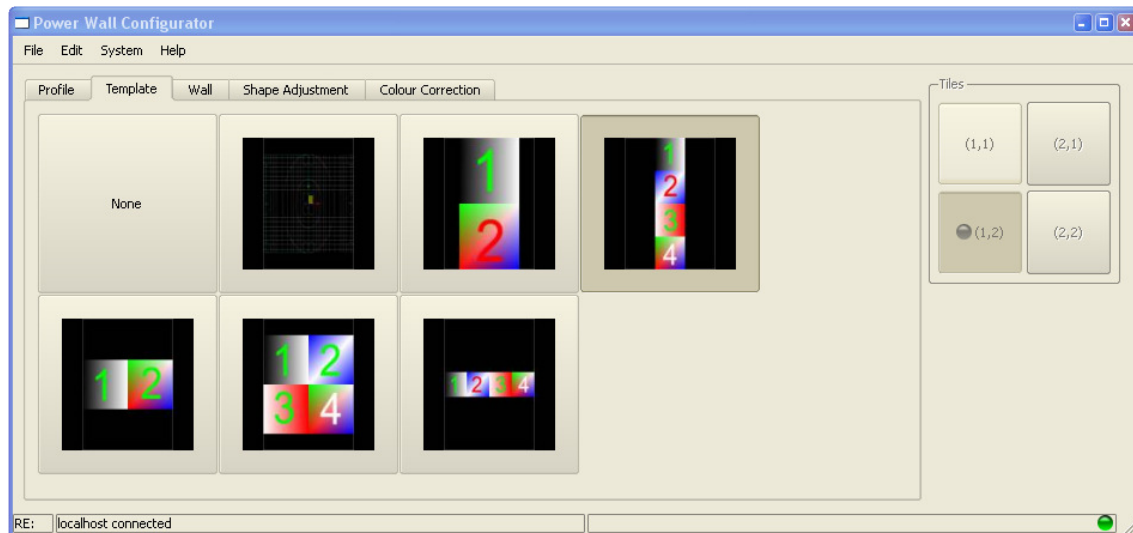
Orad to showcase new version of PowerWall at IBC (booth 7.H21)

Orad, a world leading provider of real time broadcasting graphic solutions, will be showcasing this IBC its new version of PowerWall for real time display of graphical content on video walls in very high resolution.

PowerWall is based upon the industry proven HDVG platform that provides a 4k resolution output from a single box avoiding any synchronization issues between the video wall tiles and retaining high image quality without the graphic content becoming pixilated when zooming in.

One of PowerWall's new features include the new Configurator tool, which connects directly to the HDVG4k so that the user can select different calibration templates and make changes to the content's appearance on the fly. PowerWall users can adjust the size, shape and position of each output, as well as color, brightness and contrast. This eliminates the need for complex adjustments to be made manually on each of the tiles, making the entire setup easier and quicker.

PowerWall Configurator GUI



In addition, PowerWall can now output 4 genlocked DVI outputs which can be connected directly to the video wall and thus eliminating the need for signal conversion.

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

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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