



Press Release

Kfar Saba, Israel –February 24th 2010

RTBF and Orad complete comprehensive graphics migration framework

RTBF, "Radio Télévision Belge de la Communauté Française" and Orad Hi-Tec Systems, a world-leading provider of real-time 3D video graphics solutions, have successfully completed the migration to an entirely new template based workflow with advanced graphic capabilities, leveraging on Orad's advanced broadcasting solutions.

The exciting migration includes the brand new "Centre de Diffusion", RTBF's fully digital MCR with provisions for up to 8 channel, which has been completed and aired relying on Orad's advanced branding graphics solutions, including 3D DVE for appealing squeeze back effects, coming up nexts and auto promos. Orad's solution is fully automated and driven by the latest generation of SGT automations and Mediagenix's What's On traffic system.

The migration project to Orad's technologically advanced broadcasting technologies began in 2007 and includes production studios, Numprod, an award winning digital process solution where Orad integrated with Dalet, EVS, Avid and many others to deliver an optimized tapeless news production solution, and a weather show relying on Orad's 3DWeather for all aspects of production, from creation, edition and playout.

Mr Avi Sharir, President and CEO of Orad: "To have one of Europe's leading broadcaster migrate to Orad's solutions is a testament to our powerful solutions and our excellent and long lasting relationship with RTBF. "

About Orad Hi-Tec Systems

Orad Hi-Tec Systems is a world-leading provider of real-time 3D video graphics solutions including news, channel branding, sports production and enhancement, elections and 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

For further information contact:

ORAD Hi-Tec Systems Ltd

Ofir Benovici

Vice President Marketing

+972 9 7676 862

ofirb@orad.tv