



Press Release

Kfar Saba, Israel –June 15th, 2009

Orad TrackVision enhancement solution industry standard for live football productions

Orad, a world leader in sports graphics solutions, announced new installations of its cost effective TrackVision football enhancement system to industry leaders Italy's RAI TV and Argentina's Torneos and Competencias.

TrackVision, Orad's patented sports graphics enhancement tool, uses revolutionarily image analysis tracking technology to superimpose tied to the field virtual graphics. Offside lines, 9 meter distance indicators, distance to goal and speed of ball measurements, as well as team logos and game scores remain tied to their exact position regardless of camera motion.

Infobyte, for instance, will rely on TrackVision for RAI TV's 2009-2010 Italian and international football events.

As TrackVision consists of only one rack mount 3U unit and requires only one operator, TrackVision requires minimal space in the truck and is very mobile. TrackVision offers extremely short setup time, simple operation, and seamless integration to the production workflow.

Avi Sharir, CEO and President of Orad Hi-Tec Systems: "TrackVision has become an industry "must have" for football productions thanks to its complete graphic enhancement package, and simple and reliable workflow. This can be seen by its continuous use in the French, Dutch, Portuguese, Brazilian, Mexican, Turkish leagues to name few of our customers that have already adopted TrackVision for their football production."

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 and elections, 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

TrackVision's tied to field logos



Tied to field enhancements



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