



Press Release

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Orad to unveil its real time stereo graphics solution at IBC (7.H21)

Orad, a world leading provider of real-time broadcasting graphic solutions, has announced that it will be demonstrating its real time stereo graphics solution at IBC.

With Orad's new solution, stereo graphics are rendered in real time and displayed over the stereo image. The solution enables content such as data videos and textures to be updated in real time, controls the depth dimension of the graphics, and provides full control of the stereo parameters such as interaxial (eye separator) and convergence.

In order to avoid synchronization issues, all the graphics are rendered by a single, powerful, Orad HDVG system, that produces a 3G HD (1080P) signal. The solution supports all commonly used stereo formats including side by side, LR independent, checkerboard, and others. When designing the solution, special care was taken in order to retain the existing graphics workflow so that the fact that the graphics are produced in stereo is transparent to the user. For example, when designing a stereo graphics scene with Orad's 3Designer authoring software, the designer continues to use the same familiar application and has a local stereo preview on his desktop. Additionally, all stereo parameters are exposed to the operator, who can modify them in real time, negating the need to go back to the design stage.

"There is no doubt that 3D is making its way to the home market, and is definitely the next big thing" states Avi Sharir, President and CEO of Orad. "Being at the forefront of real time graphics, it was a natural move for Orad to take the lead and develop our stereo graphics solution" Sharir continued.

The stereo graphics solution will be demonstrated at Orad's 7.H21 booth.

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

For further information contact:

ORAD Hi-Tec Systems Ltd

Ofir Benovici

Vice President Marketing

+972 9 7676 862

ofirb@orad.tv

