

Orad Hi-Tec Systems Ltd.: Share of the day

Orad “completely on the air” again

The Israeli specialist for virtual TV studios, Orad Hi-Tec Systems Ltd., made good earnings again in Q4 2009. Even though the balance sheet for the whole year is not as good as 2008, investors are buying it.

On Monday, the Orad share, listed in the Prime Standard, increased about nine percent. The Israeli, specialising in broadcast graphic solutions, balanced a grand increase in profit in Q4.

“Morpho” is working out good

With net earnings of US-Dollar 1.1 million from October to December, Orad reached 44 percent more than in the same quarter in 2008. Revenues in the final quarter of the year rose by 12 percent to US-Dollar 9 million. Obviously, the newly launched product “Morpho”, a competitively priced 3D solution for entry-level users, can add to this result. Up to now, the company was able to sell 100 licenses of the system. According to the company, virtual studios in any case are in high demand currently by the TV stations, because of the cost savings compared with the usual studios.

For the full financial year, the economic crisis left its mark: Revenues fell in 2009 19 percent to US-Dollar 26.9 million, net profit actually decreased more than one third to US-Dollar 2.2 million.

For 2010 Orad will keep the good results of Q/4 and therefore expects a successful performance for the current year.

The share is getting its act together

After the annual high of Euro 2.30 in January the Orad share decreased in the first instance to Euro 1.90. Thanks to the growth in the stock price on Monday, the title definitely seems to get rid of this trend. Now the annual high is only about 4 percent away.

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