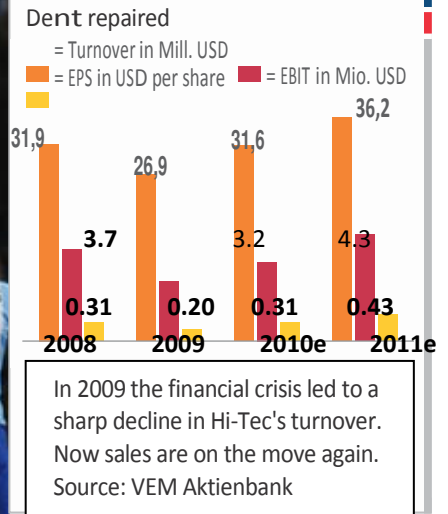




Orad Hi-Tec's software enables a vivid analysis of play at football matches

**HOT-STOCK
OF THE WEEK**



Tangible Profits

Israeli software developer Orad Hi-Tec coped successfully with the financial in 2009 and is likely to show double digit growth in 2010. Thus the share is still very attractive.

In the first half of 2010 Orad Hi-Tec, a developer of graphics solutions for the television industry, boosted its sales by 19 percent to 13.3 million dollars (about 10.5 million Euros), earning 0.93 million dollars (0.71 million Euros) in the process.

While the gross margin rose by 2 percentage points to 72 percent, Orad Hi-Tec received particular growth momentum from the sports branch where - for example - the firm's software enables a visualized analysis of play in a football match. TV stations also use the Israeli technology to blend in virtual billboards, goal box lines and offside lines. They are under strong cost pressure, which also means that business with virtual studios – from which the entire furnishings of computers are generated – is going well.

3D Growth Booster

In the view of analysts at the VEM Bank, Orad Hi-Tec will rack up further market shares in the coming months thanks to numerous innovative products.

The experts see particular potential in the trend to 3D television. "The company has attractive solutions which appear to be attracting immense interest in the branch", says VEM analyst Raimund Saier, The French production company M6, for example, has deployed Orad's "Stereographics" technology in France's variant of "Germany Looks for the Superstar," to enable its transmission in 3D.

Strong Balance Sheet, Low Price

Irrespective of whether the subject is the weather, entertainment or sport, the trend is heading quite clearly in the direction of more virtuality. This plays into Orad Hi-Tec's hands and might lead to a sales growth of about 18% in the current year. With an expected profit of 0.31 dollars per share, this would yield a very favorable 2010 P/E ratio of 10. The cash reserves of over than 17 million dollars insure investments from the bottom up. The share has a potential of at least 40 percent.

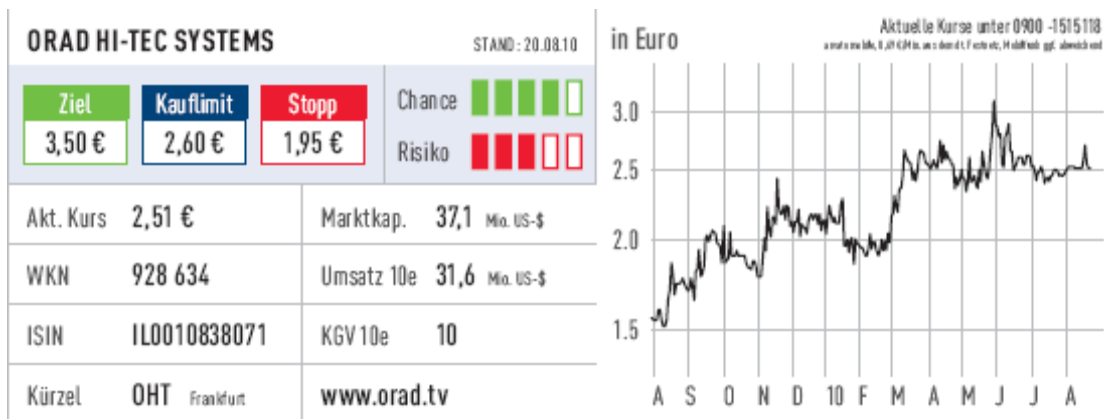


Table Legend

Aktuelle Kurs unter = Present price below (*upper left corner*)

akt. - present

WKN - National Securities Identification Number - ISIN

Kürzel - Acronym