



Press Release

Aug 30th, 2011

Orad announces the completion of its investment for 63% of the fast turnaround MAM vendor - IBIS

Orad Hi-Tec Systems Limited (Symbol: OHT), a world leading provider of real-time video graphic solutions announced that it has reached closing of the investment agreement for 63.38% of Integrated Broadcast Information Systems Limited, (IBIS). As part of the deal Orad has invested in IBIS an amount of USD 2.11million in cash with an option to increase its holdings to 100% within the next 54 months. Future investment price is dependent on the future revenues and net profits.

IBIS was established in 1991 and specialises in the fast growing market of Media Asset Management (MAM) for fast turn-around file based workflows in Sports and News. IBIS's headquarter is in the UK with support operations in North America and Asia. Some of IBIS's customers include ESPN Star Sports, the BBC and the Irish Parliament, Dublin.

Orad and IBIS have already combined their capabilities to product the new fast turnaround sports media asset management solution, PowerPlay. PowerPlay will be launched in September at IBC 2011.

IBIS' MAM technology will enhance and complement Orad's solutions for the video graphics broadcast market.

About Orad Hi-Tec 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, 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 Prime Standard (OHT). More information is available at www.orad.tv

For further information contact:

ORAD Hi-Tec Systems Ltd

Ehud Ben Yair
CFO

ehudb@orad.tv

Edicto Investors Relations
Dr. Sonke Knop

Frankfurt Germany

+49 608494859