



Press Release

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Brazil's TV Globo extends virtual advertisement deal with Orad until 2017

Orad Hi-Tec Systems Limited (Symbol: OHT), a world leading provider of real-time video graphic solutions has been chosen to provide its ADVision virtual advertising solution to leading Brazilian broadcaster TV Globo for the next 5 years. TV Globo is the largest TV station in Brazil and one of the largest in the world. TV Globo owns the rights to broadcast many sports events locally and internationally.

With Orad's ADVision virtual advertising solution, TV Globo will be able to precisely place virtual ads during their sport and other live events, including football, car racing, volley ball, the Brazilian Carnival etc. As part of the new agreement TV Globo will be using ADVision in its Sao Paulo, Rio and other major TV Globo Branches across Brazil.

"This agreement is a result of Orad's efforts to increase its dominance in Brazil and in sports broadcasts prior to the World Cup and Olympic Games in Rio"; Avi Sharir, CEO and President of Orad Hi-Tec Systems. "The current operations resulted on a substantial annual revenue for both TV Globo and Orad , and based on the extension of the agreement for additional site and the new capabilities that ADVision brings we are hoping to increase our yearly revenues in the coming period. "

For more about ADVision, please go to: www.orad.tv/products/advision

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 (OHT). More information is available at www.orad.tv

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