



## Press Release

Kfar Saba, Israel –June 19, 2007

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### **CONCACAF (one of FIFA's six continental confederations) purchases Orad's graphic suite in a deal worth several hundred thousand dollars.**

Orad Hi-Tec Systems Limited (Symbol: OHT), a world leading provider of virtual studios and on-air graphics systems has announced that it will provide CONCACAF with its 3DReplay soccer analysis system, CyberSport sport enhancement, and an advanced virtual studio solution.

CONCACAF the Confederation of North, Central America and Caribbean Association Football, and one of FIFA's six continental confederations will now be able to benefit from Orad's unique High Definition/Standard Definition sport enhancement solutions: 3DReplay will enable CONCACAF to provide their viewers with exciting real-time 3D graphic models of key soccer events seconds after they take place. With CyberSport, CONCACAF will be able to insert live, tied-to-the-field 3D graphics, animations and videos on the playing field, regardless of camera movement.

Orad will also be providing CONCACAF with its first high definition virtual studio system, enabling them to easily produce captivating broadcasts with advanced three dimensional graphics.

Mr. Chuck Blazer, Executive Committee Member, CONCACAF commented: "Orad's unique sport enhancement systems will enable us to captivate our viewers with real-time three dimensional graphics, images, videos, and will enable us to easily upgrade to High Definition."

Mr. Avi Sharir, CEO and President of Orad commented: "We are very happy with the sale to CONCACAF as it demonstrates our continual dominance and technology advantage in the sport enhancement market. Assisting major sporting organizations and confederations in North America is an important breakthrough for our systems."

#### **About Orad**

Founded in 1993, Orad is a world leader in TV production technology and is rapidly increasing its position in the real time three dimensional graphic market. Orad's product line includes virtual sets, on-air graphics systems, channel branding, virtual advertising, sports production solutions and hardware for the Virtual Reality industry. Orad is a publicly traded company in the Prime Standard on Frankfurt's Wertpapierbörse Prime Standard and AIM Market of the London Stock Exchange (symbol: OHT).

[www.orad.tv](http://www.orad.tv)

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