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**FOR IMMEDIATE RELEASE**

## ORAD AND VDS ENTER INTO STRATEGIC PARTNERSHIP

***VDS to provide system integration, product support and software development using Orad technologies in North America.***

NEW YORK, NY (December 16, 2005) – Orad and VDS today announced that they have entered into a strategic partnership that will provide customers in North America with greater access to Orad's new & innovative HDVG based technologies as well as enhance sales and product support in the North American Market.

Since 1993, Orad has been developing video and real-time image processing technologies for the broadcasting & virtual simulation market segments and has become the worldwide standard-bearer through the marketing of its Virtual Sets, On-Air graphics, Sports Commentary & Virtual Advertising systems, all based on the Company's industry leading DVG hardware platform and other innovative technologies.

VDS (Video Design Software) has been providing broadcast and cable facilities with software and systems for a wide range of applications since 1997. Focusing on automated control of graphics devices, VDS software products have a broad range of application, including automated promos/conditional branding and titling, sports channels and tickers, financial news broadcasts, general news, elections and children's programming.

VDS will act as systems integrator, provide first line of support and work closely with customers to develop dedicated applications based on the Orad platform, while Orad will provide its technologies and range of products.

Orad's newest product, the HDVG, shown first at NAB 2005 is an HD/SD system that supports all HD formats. The HDVG is a High and Standard Definition switchable system offering smooth transition from one mode to the other in the same box. The HDVG is a Linux based system, which offers up to 12 full resolution video insertions in SD mode or up to 3 in HD mode.

In addition, the HDVG can be configured in a cluster solution for scalable performance of single or multiple displays. As such, multiple numbers of HDVG units can be chained together to produce the richest and most photo-realistic, high-quality 3D graphics results for real-time live broadcasts. This functionality, unique to Orad, is particularly important whenever graphically demanding HD format is used.

With Orad's new HDVG platform, real-time video processing, pattern-recognition algorithms and sensor technologies and VDS's extensive experience with external data feeds, interfaces to station automation systems, device control, workflow solutions and automated operations ORAD and VDS will be able to deliver innovative application generators and unique tools that make a television broadcast more exciting, effective, compelling and riveting.

Orad and VDS will also work to provide customers with value-added software modules based on VDS' extensive experience in graphics creation, image processing, workflow and automation solutions.

"The combination of Orad technology and products with VDS integration, tailored solution capabilities and market presence creates a winning formula and provides better service to our customers, said Ofir Benovici, Orad Director of Marketing and Product Management."

"We are excited about the possibilities of our partnership with Orad. Their technology has proven to be highly reliable and flexible in a wide range of broadcast applications. We look forward to building exciting new solutions based on this technology for clients in the North American market," said Larry Mincer, President of VDS.

### **About Orad**

Founded in 1993, Orad is a world leader in TV production technology and rapidly increasing its position in the Virtual Reality industry. Orad's lines of products include virtual sets, on-air graphics systems, virtual advertising, sports production solutions and hardware for the Virtual Reality industry. Orad has received extensive worldwide recognition for its systems at a wide-range of events including the 1999/2000 Emmy Award for the 'Implementation of Real Time Virtual Imaging for Live Events on Television'. Orad is a publicly traded company in the Prime Standard on Frankfurt's Wertpapierbörse Prime Standard and Alternative Investment Market of the London Stock Exchange (symbol: OHT).

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

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### **About VDS**

VDS is committed to providing automation and content design tools for the broadcast, cable television, Internet, and postproduction markets. VDS designs products for the automated control of broadcast television systems, with an emphasis on graphics-related operations, content distribution and automation, and internet-to-video and video-to-internet systems. VDS content creation systems provide industry tools that deliver graphic design, universal file translation and integration capabilities. [www.videodesignsoftware.com](http://www.videodesignsoftware.com)

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