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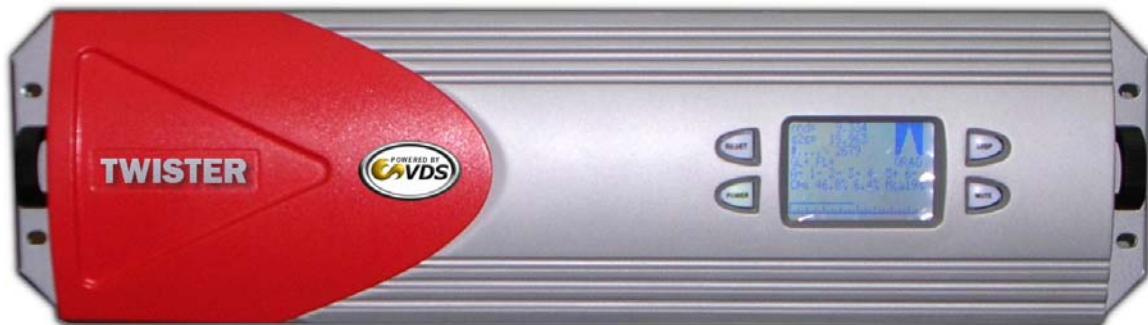
FOR IMMEDIATE RELEASE

VDS & ORAD UNVEIL TWISTER PAINTSTATION ON HDVG AT IBC 2006 **GRAPHIC DESIGN AND WORKFLOW TOOLS IN ONE APPLICATION**

New York, NY, Kfar Saba, Israel, September 5, 2006 — VDS, a leading developer of broadcast automation software, content design applications and plug-in products, and Orad Hi-Tec Systems a world leader of 3D real-time graphics solutions, announce the release of Twister PaintStation on Orad's HDVG.

Last year, the two companies entered into a collaborative partnership to produce a new breed of broadcast graphic systems focused on delivering superior design tools and improved workflow. The new Twister PaintStation is the first in this new series of graphic design and layout tools.

The Twister PaintStation is a HD/SD system, which supports all HD formats. The HDVG can be configured as a SD system or as a switchable HD/SD Definition system offering smooth transition from one mode to the other, all within the same box. This unique capability makes the HDVG the most efficient solution available for broadcaster graphic systems as it eliminates the need for allocating different graphic systems for each format. Customers who are planning for HD but immediate need an SD paint and graphic design system can purchase the lower cost SD package. Then, when the HD output becomes a requirement only an HD license key is needed, which can be purchased and activated at anytime without the need to replace video boards or other hardware.



Twister HD V7.5, is a complete paint, graphic content creation, and workflow utility application designed specifically for broadcasters. Twister combines full feature graphic design tools with custom browser utilities which solve many typical workflow issues that

broadcasters face daily. The Twister's browser is rich with functional operating features which allow the operator to move content and use files between practically any related broadcast devices, regardless of whether they are open or proprietary in nature, local or remote. Many of these systems' metadata formats are also supported for creating and updating searchable database information. The Twister PaintStation on HDVG provides high quality SD/HD frame grab and output, along with the ability to key and preview graphics over incoming video.



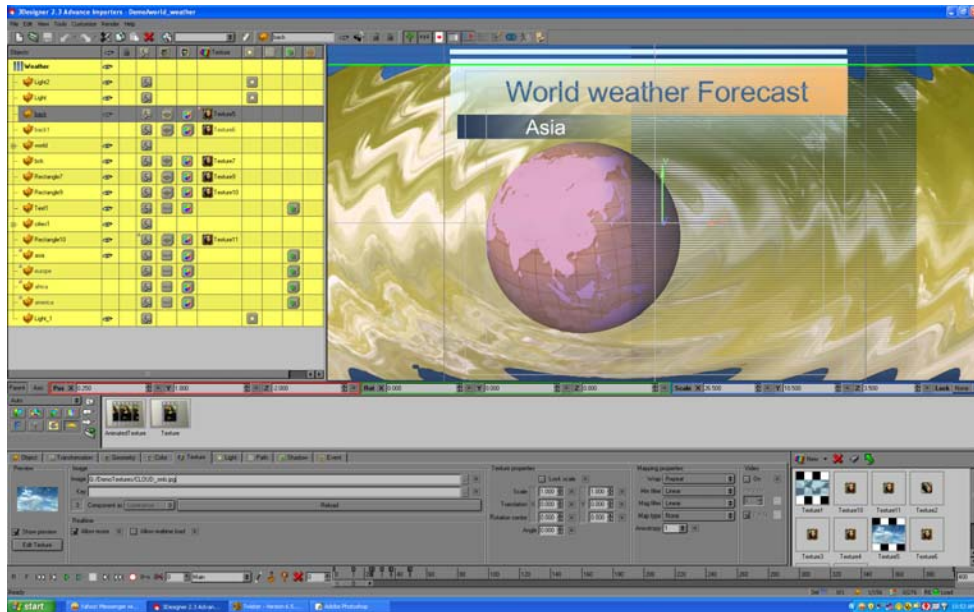
Twister's layer based graphics design UI

"We are very pleased to release the Twister PaintStation on HDVG", comments David-Ray Worthington, Director of Marketing and Product Development at VDS. "The HDVG is a very powerful and reliable SD/HD platform, making it ideal for Twister broadcast installations."

With the Twister PaintStation, artists have access to VDS' famous content creation tools and workflow utilities from within a single user environment. This includes a full suite of comprehensive paint tools and brushes, unlimited layering capabilities, and sophisticated image processing and masking tools developed specifically for fast graphic content creation and distribution. In addition, most third-party Photoshop plug-ins can be used in Twister, allowing access to hundreds of inexpensive image effect libraries.

Twister is also available to Orad's 3Designer operators using the Twister 3Designer plug-in. Creating and editing textures can now be done directly from within 3Designer using Twister's powerful paint capabilities. The Twister plug-in also enables the retrieval

of many file formats directly to 3Designer layers, as well as the ability to bring Photoshop layer files into 3Designer.



3Designer's UI showing background texture created in Twister

"The Twister PaintStation is a result of a continuous development effort by VDS and Orad and we are more than pleased with the outcome. This new product opens new markets and opportunities for Orad and its unique advantages such as the HD/SD switching and internal linear keyer will ensure that our customers will greatly benefit"; Ofir Benovici, Director of Marketing at Orad.

The Twister PaintStation will be unveiled at IBC 2006 in Orad's booth # 9.411

About VDS

VDS is committed to providing automation and content design tools for the broadcast, cable television, internet, and post production 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.

<http://www.videodesignsoftware.com/index.php>

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About ORAD

Founded in 1993, Orad is a world leader in TV production technology and is 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

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