

## E-MEDIAVISION.COM AND ORAD ANNOUNCE STRATEGIC ALLIANCE

London, England, September 9, 2005...e-mediavision.com announced today a strategic alliance with Orad Hi Tec Systems, whereby e-mediavision.com will integrate its' industry leading presentation and broadcast graphics system, POINT-HD, with Orad's CyberSport sport enhancement system.

Kash Acharya, Managing Director of e-mediavision.com, comments, "We are delighted to be working with Orad. This is a very promising development and plays to the strengths and expertise of both companies, giving customers more choice and fully integrated systems for HDTV sports presentation."

CyberSport is Orad's ultimate live sport enhancement and virtual advertisement tool that turns every sport event into an original and exciting experience. CyberSport provides a compelling and easy approach for live insertion of tied-to-the-field 3D graphics, animations and video. Regardless of camera movement the inserted object remains at its position and creates the illusion that the object is an integral part of the event.

POINT-HD is the latest generation of e-mediavision.com's popular touch screen telestration system that allows operators to draw onto a TV picture in real time, accentuating content and creating compelling viewing. Already established worldwide as a premier sports presentation tool, POINT is in use with European Broadcasters such as BBC TV and Sky TV in UK, Sky TV in Italy, VTM in Belgium, SVT in Sweden, Canal + in Poland, HRT in Croatia as well as Dubai TV, Kuwait TV and MNet in South Africa. Applications include soccer, cricket, tennis, basketball, horse racing as well as news, weather, conferences, training, and corporate presentations.

POINT-HD addresses the need for high definition (HDTV) and is ideally suited to live productions due to its ease of operation. The control surface is a touch sensitive LCD (or Plasma for in-shot use) screen or Holo Screen with a simple graphical interface allowing fast and error free operation with simple finger tip control. With the new Nitro-Pfx 3D graphics option and the combination of POINT-2Key tool, presenters and journalists can now comment and annotate with graphics which are drawn onto the play sports surface, the graphics appear under players on the field regardless of camera motion and provides a more realistic and exciting viewer experience.

Ofir Benovici, Director of Marketing of Orad Hi Tec Systems states, "We are excited about partnering with e-mediavision.com. The integration between Points super telestration solutions and Orad's state of the art sport enhancement tools will open new dimensions for our customers".

About e-mediavision.com:

e-mediavision.com, based in London, England, is a world leader in real time video graphic systems for the sports, news, weather and media markets. Blazing a new trail in live TV

illustration the company's latest range of POINT products has been developed in close collaboration with some of the world's leading sports broadcasters. POINT creates visually stunning graphics that create compelling viewing for the audiences, yet is simple to use for presenters. For more information, go to [www.e-mediavision.com](http://www.e-mediavision.com)

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 on Frankfurt's Prime Standard and the AIM of the London Stock Exchange (symbol: OHT). For more information [www.orad.tv](http://www.orad.tv)

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