



NAB 2009 Show Announcement

ProConsultant Informatique Partners with ORAD

Orad and ProConsultant optimize the management of graphics

Orad Hi-Tec Systems Limited (Symbol: OHT), a world leading provider of real-time broadcasting graphic solutions, and ProConsultant Informatique S.A, a forward-thinking developer of enterprise workflow applications for business management, today announced that they have teamed up to optimize the management of broadcast graphics.

The new integration combines Orad's Maestro graphic system's logic with the Dynamic Branding Module of LOUISE, ProConsultant's premier business management solution. The LOUISE Branding Module offers a fully automated process to create high-impact promos, program tags and teasers based on the LOUISE programming schedule. All the appropriate metadata for each scheduled promo (such as title, next showing, or "upcoming program") along with CGs, logos and animation information is automatically sent from the LOUISE database to ORAD which seamlessly assembles and delivers the stunning promo and teaser packages on the fly in customized templates.

The new development means that Orad Maestro and the ProConsultant LOUISE systems can communicate without third-party involvement; providing a direct and smooth dataflow. Automation takes place only for the triggering of graphics through standard protocols (GPI, VDCP, Chyron Intelligent Interface). This new combined solution offers automated, transparent and smooth delivery of the correct and latest program-relevant information, even when schedules change. In addition, broadcasters are able to preview the graphical packages directly from within LOUISE.

"LOUISE is the heart of the broadcast operation providing state-of-the art content management across the entire workflow. We are continually evolving the LOUISE content management capabilities through innovative partnerships such as the one with Orad," said Herve Obed, founder, ProConsultant Informatique S.A. "We are very excited to roll out the new integration as it means that our respective customers will have direct access to Orad generated graphics from LOUISE; further optimizing their content use for promo and teaser production. This translates into faster productions and higher-quality packages."

Avi Sharir, CEO and President of Orad Hi Tech Systems : " This solution will provide quicker integration, more dynamic and flexible usage and substantial cost savings for broadcasters.

“

About Orad Hi Tech 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, 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). For more information, visit www.orad.tv

About ProConsultant Informatique

ProConsultant Informatique S.A. develops state-of-the-art business management software for media organizations. Based in Metz, France, the company's flagship scheduling software LOUISE and its air time sales/traffic system CINDY are enterprise solutions offering straight-forward, intuitive workflows with a sophisticated infrastructure that provides maximum control and access to information and metadata for management, data exchange, analysis and reporting. With more than a decade of experience, reliability and a proven track record in nearly 200 television and multi-media organizations worldwide ProConsultant Informatique exemplifies excellence in innovation and performance. For more information, please visit www.proconsultant.net

For further information contact:

ORAD Hi-Tec Systems Ltd

Ofir Benovici

Vice President Marketing

+972 9 7676 862

ofirb@orad.tv

For further information contact:

ProConsultant Informatique

Laurence Thill

Senior Marketing Manager

+33 3 87 37 78 78

marketing@proconsultant.net