

SoftArc to partner with Orad

AutoScribe extended to support Orad's platform

Johannesburg, August 2006 – Orad Hi Tec Systems has selected SoftArc as a 3rd party development partner for the customisation of its software platform. AutoScribe will interface seamlessly with Orad's underlying HDVG HD/SD platform to give users maximum flexibility and robust functionality.

"We were impressed with the quality and depth of SoftArc's solutions and see great potential for AutoScribe on our platform," says Rotem Cohen, Regional Sales Manager MEA at Orad Hi Tech Systems.

"Orad are world-leaders in advanced 3D computer graphics. We are excited by the possibilities this opportunity to work with Orad presents," says Sonja Breet, SoftArc Technologies Director.

About Orad

Established in 1993, Orad is a world leader in video and real-time image processing technologies for TV broadcasting, virtual reality and sports events.

A world leader in defense software, Orad employs real-time video processing, pattern recognition algorithms and sensor technologies in its software. The quality of Orad's software was recognised in the 2000 Emmy award for "outstanding achievement in real time virtual imaging for live event television".

Orad is a publicly held company, having been listed on the Frankfurt Stock Exchange in December 1999, and as of July 2003 on the Alternative Investment Market of the London Stock Exchange (symbol:OHT)

Orad has a worldwide sales and support network with offices in the US, Brazil, France, Germany, Poland, Spain, Serbia, UK, Israel, Hong-Kong and China.

About SoftArc Technologies

SoftArc Technologies is an independent software vendor and solution provider to the broadcasting and media industries creating solutions for • TV • mobile • internet • radio • digital signage. SoftArc develops automated and cross-media solutions that enable broadcasters to deliver compelling content to their audience. Products include video graphics software, display and presentation software and streaming solutions.

Contact Information:

Orad

Rotem Cohen
Regional Sales Manager – MEA
rotem@orad.tv

SoftArc Technologies

+27 (0)11 442-1950
info@softarc.tv
www.softarc.tv