



## **Press Release**

RE: Mapcube Media

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*For Immediate Release*

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### **ORAD and Mapcube integrate leading technologies...**

Kfar Saba, Israel; Oslo, Norway – April 12th, 2004 – ORAD Hi-Tec Systems Limited (Symbol: OHT), a leading developer of on-air graphics technology and Mapcube AS, a leader developer of high-end mapping technologies for the media and defense industries, announced today the final completion of an international cooperation between their two technologies.

The body of this agreement outlines the integration of proprietary mapping technologies developed by Mapcube into the on-air graphics technologies developed by Orad. This integration will allow Orad clients the ability to generate customized maps and easily integration the maps, elevation data and other pertinent data directly in the Orad graphics environment. These maps are ideal for news, sports, documentary and general video production. These maps then can also be used within weather technologies for consistency in graphical appearance.

Orad has made Mapcube Media its mapping solution of choice for various reasons. Speed, quality of imagery and data, an unsurpassed list of standard features and data and the commitment to creating a long term partnership to benefit both companies were sighted as reasons. Mapcube not only has developed partnerships with leaders in the media industry but also in the GIS/Mapping industry which guarantees it will provide the best in data options.

"Integrating with Mapcube enhances our product offering to our customers" says Avi Sharir President and CEO of Orad. "The huge maps database, the high level of details, the ease of usage and the seamless integration are just part of the reasons for our cooperation with Mapcube, which I see a great potential in."

"We are very excited about the prospects of this partnership..." say s John Ackerman, Marketing Director for Mapcube AS. "The combination of these technologies will

significantly enhance the workflow pattern of map creation. Now users can create the maps they want, in the graphical appearance they need, in just minutes and export them directly into the various Orad solutions.”

#### About ORAD – [www.orad.tv](http://www.orad.tv)

Founded in 1993, Orad is a world leader in TV production technology and rapidly increasing its position in the Virtual Reality and simulation industry. Orad’s lines of products include virtual sets, on-air graphics systems, virtual advertisements, sports production solutions and middleware for the industrial and military visualization industry. Orad is a publicly traded company in the Prime Standard on Frankfurt’s Wertpapierbörse Prime Standard and Alternative Investment Market on the London Stock Exchange (symbol: OHT).

#### About Mapcube – [www.mapcube.com](http://www.mapcube.com)

Mapcube AS, the commercial arm of parent company Lenco Software, develops proprietary and advanced 2D and 3D mapping technologies ideal for the general media industry. The system is a truly complete solution which provides clients the ability to utilize satellite imagery, vector and raster data and elevation models, in various resolutions, to create a virtually unlimited variation of custom graphics in seconds. The standard setup includes the ability to create 2D and 3D still and animated imagery, 3D scenes in VRML 1.0, 2.0 and direct x formats and even GeoTIFF exports of maps and elevation data for integration into virtual set, weather and various other solutions.

The rendering technology which makes all this happen is developed by parent company Lenco Software which provides ultra-high-end multi-screen mapping solutions for the military and civil defense markets. Integrating high resolution satellite, elevation, raster and vector data combined with radar, GPS, weather and other data technologies provides a complete overview of any situation in real time. These same technologies are what will make Mapcube’s flagship product, Mapcube Media, the obvious choice in today’s fast past and cost conscious media environment.

Mapcube is headquartered in Oslo, Norway with sales agents covering the world and leading partners in the media and GIS/mapping industries.

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