

Orad's IMadGINE Puts Virtual Signs on Putting Green at LPGA Tournament.

NEW YORK, Oct. 22, 1999 /PRNewswire/ -- IMadGINE, the leading virtual signage product from Orad, was used this past weekend to insert sponsors' logos onto the green fringe at AFLAC ChampionsLPGA tournament in Mobile, Alabama. The event which was produced by Raycom Sports and aired on Lifetime TV on October 16th and 17th, featured virtual logos inserted just below the green and around the fringe of the green on the 17th hole of Robert Trent Jones Golf Facility in Mobile.

Peter Rolfe, Vice President of Raycom Sports, said, "IMadGINE was fabulous to work with, it performed flawlessly, and the results looked extremely good. We couldn't have been more pleased, and more importantly, the sponsors were very pleased."

As an early adopter and innovator in the use of virtual signage, according to Rolfe, Raycom has developed a philosophy that viewers accept signage at events, and so the viewers are going to accept inserted virtual signage as long as there is a degree of subtlety. That's a big part of Raycom's appreciation for Orad's IMadGINE. "The IMadGINE product really does allow the seamless integration of virtual signs onto a playing field or a sports arena," Rolfe said. "At the AFLAC Champions, we actually had a player putt right over one of the logos. Afterwards, we had people asking how we managed to cut the logos into the grass. It looked that good."

IMadGINE is a virtual advertising system for the electronic replacement and insertion of advertising messages during live TV broadcasts of sporting and entertainment events, providing additional sources of revenue for TV broadcasters, sponsors, rights owners, stadiums, teams, organizations and leagues.

IMadGINE can electronically replace the peripheral boards in a stadium or seamlessly insert synthesized messages onto a playing field or other empty spaces in an arena. It is suitable for all types of sporting events, copes with fast camera movements, operates under all weather conditions, and allows insertion into previously inaccessible areas such as water, sand, snow or very high surfaces. As well as enabling 2D video effects on virtual messages, IMadGINE can also insert 3D objects "tied" to the playing field.

Raycom has also used IMadGINE at the Food Lion MVP Classic, a two-day college basketball classic in its 11th year that features perennial national power North Carolina as its host school with top caliber opponents from around the country. Initially, logos were only inserted on the officials table, but this year, Raycom experimented with inserting logos onto the floor in the key, with very good results, according to Rolfe.

Raycom Sports owns and operates events around the country including the Micron PC Bowl in Fort Lauderdale, the Great Eight Basketball Festival in Chicago, the Food Lion MVP Classic in Charlotte and LPGA tournaments in Alabama and Sacramento. In addition, the company is a rights-holder of ACC men's basketball telecasts and syndicates the shows "More Than A Game," "The Sports Edge" and Major League Baseball's "Record Breakers" and "Generation of Heroes."

Raycom Sports' parent company, Raycom Media, is located in Montgomery, AL and owns 31 television stations covering nearly ten percent of the United States and Puerto Rico.

Orad is the world's largest provider of virtual studio technology with over 100 installations and 85% global market share. Notable North American facilities which have installed Orad systems in the last few months include Black Entertainment Network (BET), Alternative Entertainment Network Television (AENTV), Discovery Channel Canada, Electric Avenue, and Netstar Communications.

About Orad

Established in 1993, Orad Hi-Tec Systems is a world leader in virtual set technologies, virtual advertising and sports broadcasting tools. Orad specializes in the development and manufacture of video and real-time image processing technologies for the TV broadcast and post production markets. Its virtual studio sets -- CyberSet O, M and E -- are based on the fusion of pattern recognition, tracking and electro-optic technologies, allowing free movement of cameras and talent. Orad also develops systems for virtual advertising and sports broadcasting, which have achieved worldwide recognition and success at a wide range of events and venues.

Additional information on Orad can be found at: www.orad-ny.com

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