



## PRESS RELEASE

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### **WeatherOne and ORAD announce the availability of the renowned Metacast Borealis weather graphics on ORAD DVG hardware**

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WeatherOne and ORAD today announce the availability of the award winning Metacast weather graphics production and presentation system on the Orad DVG platform. This new product, labeled Metacast Borealis@DVG, opens up for even higher performance and higher quality graphics within the DVG operational environment, which allows for seamless introduction of the world's most advanced weather graphics in the very high performance and rock solid Orad computer hardware.

"I see a great potential for this partnership" says Avi Sharir, President and CEO of Orad. "WeatherOne has a long and proven track record, and by joining forces with Orad we can offer the market a genuine and unique product that I'm sure will be appreciated by the market".

"This marks another milestone in making WeatherOne's already hugely popular Metacast systems available on the best computer systems and at the most prominent TV stations world wide", said WeatherOne's Founder and CEO Karl Eggestad. "WeatherOne is excited about the performance and the flexibility that this additional computer hardware gives to the Metacast Borealis, with the backing of Orad, the world's favorite provider of virtual set and broadcast graphics solutions".

The Metacast [Borealis@DVG](http://www.weatherone.tv) is being demonstrated at the IBC show in Amsterdam starting September 9 2005. WeatherOne exhibits at IBC 2005 together with Orad, at booth 9.411 in Hall 9.

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[www.weatherone.tv](http://www.weatherone.tv)  
WeatherOne, Oslo, Norway  
A Metaphor Company



### **About WeatherOne**

WeatherOne is a wholly owned subsidiary of Metaphor, a broadcast industry solutions company, providing tailored, cutting edge information technology solutions and graphics services to the world wide broadcast and convergence media market. WeatherOne serves clients in more than 40 countries and on 5 continents. WeatherOne, celebrating a decade of achievement, has its headquarters in Oslo, Norway, with additional sales and service offices in Birmingham, England; Tokyo, Japan and Washington DC, USA.

### **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 is a publicly traded company on Frankfurt's and Alternative Investment Market of the London Stock Exchanges (symbol: OHT) <http://www.orad.tv>

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