



Press Release

March 23, 2014

Orad and kamakama deliver on-demand Real time video highlights from live sports events in seconds to smart mobile devices.

Orad and kamakama announced today they have joined forces to provide sports content right holders and broadcasters a cutting edge platform to deliver instant and personalized sports' clips to their mobile viewers.

With the new platform, sports fans will benefit from the ultimate on-the-go viewing experience: exclusive personalized video highlights from live sports events available for immediate viewing on smart mobile devices in real time, based on users' settings.

Viewers need only to select the live events they wish to follow and the plays they want to view (for example goals, touchdowns etc). During the game, notifications of the selected plays will appear on the user's smart mobile device and the clips will be available for viewing in seconds from the moment they took place on the pitch.

The kamakama platform receives feeds from live sports events all over the world, and based on Orad's PlayMaker, it edits them into clips, tags each clip with its smart events tagging system and transcodes them . Then, the platform manages and distributes the clips on the CDN while automatically fitting them to the end user's mobile and internet connection, all in just seconds.

“This new platform is a win-win solution for sport rights holders / broadcasters and sports fans. The fans get video highlights of their favorite sports games on-the-go, meeting their greatest need to not miss out on a play. Sport right holders and broadcasters enjoy a simple plug-and-play service, allowing real-time engagement with their most compelling live sports moments, as well as an opportunity to monetize their existing content by generating new revenues from in-app. purchases and advertising.” Oded Ariel-Zakai, CEO of kamakama.

The solution will be on display this NAB at Orad’s booth SL6319. To book a demo, contact us at nab@orad.tv

About Orad Hi-Tec Systems

Orad Hi-Tec Systems is a world-leading provider of real-time 3D broadcast graphic, video server, and media asset management solutions including news, channel branding, sports production and enhancement, elections and 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). More information is available at <http://www.orad.tv/>.

About kamakama.tv

kamakama is an innovative content publishing platform for smart mobile devices, offering end to end service to sports broadcasters and right holders by providing them with a cutting edge solution of monetization near-live snack-size video clips from live sporting events. Kamakama is a promising startup, guarantying worldwide sports fans will never miss a play ever again.

For further information contact:

Ofir Benovici

VP Marketing

ofirb@orad.tv