



EA SPORTS Collaborates With Orad To Bring Virtual Sports To Life For Football Broadcasters

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- EA SPORTS™, a label of Electronic Arts Inc. (NASDAQ:ERTS), and Orad Hi-Tec Systems Ltd. have worked together to bring *EA SPORTS Virtual Playbook* and its powerful digital capabilities to global football broadcasters. The joint solution will be demonstrated at Orad's booth (SL6514) at the NAB Show in Las Vegas April 11-14.

The award-winning technology, first introduced by EA SPORTS in North America in 2008, allows broadcasters to re-create specific sports situations using core EA SPORTS game technology to generate an "augmented reality" that provides unique insight, education and analysis on key plays and techniques.

With this new exclusive agreement covering global markets outside of North America and the UK, *EA SPORTS Virtual Playbook* will merge the depth and realism of the EA SPORTS *FIFA* videogame — complete with industry-leading graphics and authenticity — with Orad's advanced virtual studio and camera tracking systems. This will allow broadcasters to enhance their sports broadcasts and allow in-studio hosts to analyze plays and game conditions alongside virtual players before the match, highlighting formations and scenarios, and providing viewers with a new level of connection to the beautiful game.

The physical in-studio or on-field camera and the virtual game camera are tied together, ensuring that every one of the physical camera's movements automatically affects the virtual camera in real time. The composite of the digital and physical elements enables the real-life TV hosts to interact with the virtual football players within the broadcast whether they are in-studio or on location.

Avi Sharir, CEO and president of Orad, said, "This synergy between our two leading-edge companies will provide broadcasters a new and exciting way to develop immersive, rich broadcasts, appealing to a broad demographic of viewers."

"*EA SPORTS Virtual Playbook* has already expanded the impact of our innovative technology beyond videogames and helped to demonstrate our leadership in sports entertainment," said Todd Sitrin, group vice-president of marketing with EA SPORTS. "We're excited to work with Orad to bring an entirely new level of excitement and realism to football broadcasting globally."

How EA SPORTS Virtual Playbook Works

EA SPORTS Virtual Playbook is created using feeds from in-studio real-world cameras as well as an in-game camera that captures EA SPORTS in-game graphics depicting real game scenarios. The real-world studio and game images of virtual characters are combined to create the effect of "augmented reality" — virtual players appearing in the studio alongside real life hosts and analysts. Both real and virtual people are able to move realistically around the studio set to demonstrate plays and scenarios. The system accommodates, and in fact is controlled by, the multiple real-world cameras that are typical in today's sports analysis television programs.

About EA SPORTS

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA Elite basketball*, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR*® golf, and *EA SPORTS Active*.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names:

EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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About Orad Hi-Tec Systems

Orad Hi-Tec Systems is a world-leading provider of real-time 3D broadcast graphics 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 www.orad.tv

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