



SENSIO®

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For Immediate Release

SENSIO® Autodetect enables effortless consumption of 3D content, regardless of input format

New SENSIO feature introduced at CES 2011 solves problem of content recognition and adds value to consumer electronics devices

LAS VEGAS, CES 2011 — Jan. 3, 2011 — Today at CES 2011, SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) introduced SENSIO® Autodetect, a feature that dramatically enhances the usability of devices for viewing 3D video by automatically detecting the input format, whether 2D, side-by-side, SENSIO® Hi-Fi 3D or Top-and-Bottom, and displaying images in the corresponding output format. Designed for integration into AVRs (audio/video receivers), STBs (set-top boxes), 3DTVs, and BD (Blu-ray players), as well as professional video-processing equipment, this SENSIO technology improves the overall user experience in viewing 3D content, but also the appeal of the equipment incorporating it.

“Ensuring that 3D content is viewed optimally, SENSIO® Autodetect brings essential functionality to the next generation of 3D-capable audiovisual equipment,” said Nicholas Routhier, SENSIO President and CEO. “With SENSIO® Autodetect incorporated into 3D display systems, neither 3D content providers nor consumers will face issues associated with configuration of input and output formats. This feature is yet another SENSIO solution that enhances the user experience while contributing to the success of our technology partners.”

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Devices not equipped with SENSIO® Autodetect require that the consumer know which input format has been used for a given 3D movie, broadcast, PPV, or VOD purchase. With that information in hand, users must navigate through on-screen menus and select the appropriate output format before they can view 3D content. SENSIO® Autodetect eliminates this confusion, enabling consumers to view 3D content without fuss and without effort.

SENSIO® Autodetect is one of a range of SENSIO products developed to enable the best possible 3D end-user experience, and one of the new SENSIO products being officially launched at CES 2011.

More information about SENSIO and its technologies is available at www.sensio.tv.

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About SENSIO Technologies Inc. (SENSIO):

Founded in 1999, SENSIO Technologies Inc. (www.sensio.tv) is a pioneer in the 3D industry. Its vision, expertise, and state-of-the-art solutions, based on diversified stereoscopic image-processing technologies, have been trusted by some of the biggest names in the broadcasting and consumer electronics sectors, as well as for live 3D events in cinemas, to power numerous industry firsts, initiate new business models, and generate immediate revenue with a distinctive 3D offering.

SENSIO enables its clients to deliver the best possible 3D experience for the end-user through a broad portfolio of licensed products, based on quality, content, usability, and compatibility. These include its flagship, award-winning technology, SENSIO® Hi-Fi 3D, the premium-quality frame-compatible format.

SENSIO's technologies are the object of patents and intellectual property protection proceedings worldwide. SENSIO is listed on the Toronto TSX Venture Exchange (SIO).

SENSIO® is a registered trademark of SENSIO Technologies Inc.

This news release contains forward-looking statements that reflect the company's expectations with regard to future events. Actual events could differ significantly from those anticipated in this document.

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