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For Immediate Release

SENSIO adds value to consumers' 3D investment with SENSIO® S2D Switch

***S2D Switch, unveiled at CES 2011, allows SENSIO partners to deliver compelling
3D experience through more flexible consumption of 3D content***

LAS VEGAS, CES 2011 — Jan. 3, 2011 — At CES 2011, SENSIO Technologies Inc.

(SENSIO) (TSX.V: SIO) today unveiled the SENSIO® S2D Switch, a feature that enables a spatially-compressed stereoscopic (3D) video stream to be displayed in 2D (left- or right-eye).

The SENSIO® S2D Switch gives consumers viewing flexibility, making 3DTVs incorporating the technology a sounder investment and therefore enhancing their appeal.

“We are committed to providing our partners with the technology and tools they need to deliver a winning viewing experience for the consumer,” said Nicholas Routhier, SENSIO President and CEO. “While our SENSIO® Hi-Fi 3D technology offers unrivalled image fidelity for an immersive 3D experience, the SENSIO® S2D Switch gives consumers the flexibility to enjoy 3D content in 2D. With this offering, we add value to our partners' 3D products and eliminate a potential barrier to consumer investment in 3D technologies.”

Whether the consumer invests in a 3D movie via video-on-demand (VOD), or records content from a subscribed 3D channel on a DVR, the SENSIO® S2D Switch allows that content to be viewed in either 3D or in 2D. When the entire extended family sits down for a holiday movie, when the whole team shows up to watch the game, or when there are more kids at the slumber

More...

party than there are 3D glasses, the SENSIO® S2D Switch allows the entire group to enjoy watching 3D content in HD 2D.

The SENSIO® S2D Switch 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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