



SENSIO®

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For Immediate Release

SENSIO enables manufacturers to offer easy access to extensive and varied library of 3D content through VOD providers

SENSIO® Hi-Fi 3D-enabled devices will put superior-quality 3D at viewers' fingertips

LAS VEGAS, CES 2011 — Jan. 3, 2011 — SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) today announced its solution to the current dearth of 3D content, enabling its clients to better satisfy consumer demand for a total 3D solution. Drawing on the extensive network it has built since it first started to aggregate content in 2003, SENSIO has negotiated the rights to a varied library including independent movies, documentaries, and blockbusters, which it will encode in the SENSIO® Hi-Fi 3D format, to be distributed through the video-on-demand (VOD) platform of RoxioNow™, a major player in OTT services. Manufacturers of Internet-connected devices incorporating the SENSIO® Hi-Fi 3D decoder will be able to offer privileged access to the superior visual quality of this diversified and expanding library of 3D content to their customers. These devices include 3D-connected TVs, starting with Vizio's XVT range, as well as Blu-ray Disc players and PCs.

"In today's marketplace, 3D content is conspicuous by its absence, as the availability of content so far has been limited primarily to Blu-ray releases bundled with 3DTVs," said Richard LaBerge, Executive Vice-President and Chief Marketing Officer at SENSIO. "As part of our commitment to the success of 3D, we have created yet another new business model. As with

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the SENSIO® 3D Live Network, our aim is to make quality 3D content readily available to the consumer, and to ensure the success of our partners.”

SENSIO® Hi-Fi 3D is a unique frame-compatible technology for high-fidelity stereoscopic signal processing that is easily integrated into display products. Developed and refined by SENSIO for more than a decade, and deployed in the field for seven years, this mature technology has been trusted by the biggest names in content creation for pioneering and commercializing live 3D events in cinemas around the world, as well as for high-profile console games and DVD movies. SENSIO® Hi-Fi 3D delivers ‘visually lossless’ 3D images that are so faithful to the originally-captured images that the difference is imperceptible to the eye of the viewer. This high-fidelity 3D enables consumers to enjoy a rich, immersive viewing experience.

Access to the SENSIO® Hi-Fi 3D-encoded VOD library is a solution developed to enable the best possible 3D end-user experience and is 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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