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For Immediate Release

CyberLink to integrate SENSIO® Hi-Fi 3D technology into industry-leading media player software for PC market

Agreement will enable OEMs to offer customers rich, immersive 3D viewing experience delivered by premium-quality SENSIO® Hi-Fi 3D format

MONTREAL and TAIPEI, Taiwan — Jan. 7, 2011 — SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) and CyberLink Corporation today announced an agreement through which SENSIO's 3D decoding technology will be integrated into the Cyberlink PowerDVD media player software for retail sale and in custom versions for the OEM market. PowerDVD is the leading DVD, Blu-ray™ disc, and AVCHD movie player software application, chosen by top-brand PC and optical disc drive manufacturers. This agreement will allow consumers with SENSIO® Hi-Fi 3D-enabled PowerDVD software to view movies on their computers in 3D, and it also will allow existing PowerDVD users to upgrade their software to read the SENSIO® Hi-Fi 3D format.

“Our mission is to provide a state-of-the-art video and audio cinema experience with PowerDVD,” said Alice H. Chang, CEO of CyberLink. “Partnering with SENSIO Technologies enables users to enjoy 3D movies with PowerDVD at an entirely new level.”

CyberLink is a leader and pioneer in enabling digital multimedia on PCs and consumer electronics, and the company offers the bestselling products in their respective categories in worldwide markets. The company's award-winning PowerDVD Blu-ray/DVD player software has been bundled with more than 200 million PCs shipped globally from top-tier vendors

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including HP, Acer, Dell, Lenovo, Toshiba, and Asus. The software also is available for direct purchase by consumers.

Integration of SENSIO's 3D decoding technology into PowerDVD will enable this broad array of popular PC systems to read the SENSIO® Hi-Fi 3D format, which 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 format from SENSIO gives consumers the opportunity to enjoy a rich, immersive viewing experience.

"We've enjoyed a close relationship with CyberLink for more than a year, and we're pleased to be working together now to make SENSIO® Hi-Fi 3D and its benefits broadly available across the PC market," said Nicholas Routhier, SENSIO President and CEO. "The added value that SENSIO® Hi-Fi 3D brings to 3D media consumption will give PC manufacturers an edge in delivering an engaging 3D experience on computer screens."

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

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About CyberLink

[CyberLink Corp](#) is the leader and pioneer in enabling digital multimedia on PCs, CEs and mobile devices through the use of [video editing software](#), [video player software](#), and other [multimedia solutions](#). Backed by a group of high-caliber software engineers, CyberLink owns its core codec and a number of patented technologies. CyberLink has built a solid reputation for delivering high-quality, interoperable, and fast time-to-market solutions that keep our OEM partners on the leading edge. Our business partners include leaders in the PC industry: top-5 desktop and notebook providers, optical drive manufacturers and graphic-card makers. Today, CyberLink's software solutions include: complete applications for [Blu-ray Disc playback and creation](#); [digital home entertainment](#); and [touch-enabled media solution](#). With customers spanning from multi-national corporations to small/medium-sized businesses, and from power users to home users, CyberLink has enjoyed rapid and consistent growth leading to a record breaking IPO in 2000 on the Taiwan Over The Counter Exchange (OTC: 5203). Currently, CyberLink is listed on the Taiwan Stock Exchange (ticker symbol: 5203.TW). CyberLink's worldwide headquarters is located in Taipei. To keep up with market demands, CyberLink has operations in North America, Europe and the Asia Pacific region, including Japan. For more information, please visit CyberLink's website at www.cyberlink.com.

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.

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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.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Contacts:

SENSIO Contact

Gillian Talbot
Marketing and Communications Consultant
Tel: +1 514-846-2022 x35
E-mail: gillian.talbot@sensio.tv

Cyberlink Contact:

Joyce Wu
Tel: +1 886-2-8667-1298, ext. 2454
E-mail: press@cyberlink.com

SENSIO PR Agency Contact

Netra Ghosh
Wall Street Communications
Tel: +1 801-266-0077
E-mail: netra@wallstcom.com

SENSIO Investor Relations Contact

Sylvain Archambault
President
Groupe Évolution Inc.
Tel: +1 866-703-4887
E-mail: s.archambault@evolutiongrp.com

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