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FOR IMMEDIATE RELEASE

Zoran adds value to new consumer-electronics SoCs with integration of SENSIO® Hi-Fi 3D

New products will meet OEM demand for SENSIO's technology in Zoran solutions for 3DTVs and STBs

MONTREAL — January 24, 2011 — SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) today announced that Zoran, a leading provider of solutions for the digital entertainment and digital imaging markets, will integrate SENSIO® Hi-Fi 3D decoding technology into new Zoran system-on-a-chip (SoC) solutions for 3D-capable audiovisual products, including TVs and set-top boxes (STBs). By leveraging SENSIO's 3D expertise and the unparalleled image quality of the company's 3D format in this new SoC, Zoran offers its CE OEM customers added value and flexibility in the development of products that enrich the 3D viewing experience.

"Awareness of the SENSIO® Hi-Fi 3D format is spreading across the manufacturing sector, and we're seeing demand from our customers for inclusion of SENSIO technology in SoCs for 3D TVs and other broadcast-related products," said Dave Auld, VP Technology at Zoran. "The integration of the SENSIO® 3D Decoder into our SoC for 3D-capable consumer electronics equips the end product with the professional-grade technology necessary to deliver a rich, immersive 3D viewing experience. With this option, manufacturers can be sure they're offering products that support broadcast 3D the way it's meant to be seen."

SENSIO® Hi-Fi 3D is a unique frame-compatible technology for high-fidelity stereoscopic signal processing, easily integrated into display products. Developed by SENSIO more than 10 years ago and deployed in the field for seven years, this mature technology has been trusted by the

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biggest names in content creation for every commercial live 3D event presented in cinemas around the world, as well as for high-profile console games and DVD movies. This agreement is the sixth signed by SENSIO with major semiconductor manufacturers in the past year.

“Zoran is a leader in providing OEMs with high-performance SoCs tailored to products for the digital home, and we are proud that the company is making SENSIO® Hi-Fi 3D an added-value 3D format for consumer products,” said Nicholas Routhier, SENSIO president and CEO. “This agreement further expands our footprint in industry-leading chips and extends SENSIO availability in the consumer electronics market now and for the years to come.”

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

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About Zoran Corporation

Zoran Corporation, based in Sunnyvale, California, is a leading provider of digital solutions for the digital entertainment and digital imaging markets. With over two decades of expertise developing and delivering digital signal processing technologies, Zoran has pioneered high-performance digital audio and video, imaging applications and Connect Share Entertain technologies for the digital home. Zoran’s proficiency in integration delivers major benefits for OEM customers, including greater capabilities within each product generation, reduced system costs, and shorter time to market. Zoran-based DTV, set-top box, broadband receivers (silicon tuners), DVD, digital camera, and multifunction printer products have received recognition for excellence and are now in hundreds of millions of homes and offices worldwide. With headquarters in the U.S. and additional operations in China, France, Germany, India, Israel, Japan, Korea, Taiwan, and the UK, Zoran may be contacted on the World Wide Web at www.zoran.com or at 408-523-6500.

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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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Contacts:

SENSIO Contact

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

Agency Contact

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

Investor Relations Contact

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

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