



NBA AND SENSIO TO FEATURE FIRST NBA ALL-STAR IN 3D FOR INTERNATIONAL FANS

***-More than 100 Cinemas Internationally to Provide
NBA All-Star Saturday Night and NBA All-Star Game in 3D -***

MONTREAL and NEW YORK – Feb. 14, 2011 - The National Basketball Association (NBA) and SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) today announced they have teamed up to provide NBA All-Star Saturday Night presented by State Farm and the 60th NBA All-Star Game internationally in cinemas in live 3D for the first time.

SENSIO will distribute NBA All-Star in Los Angeles to international fans in more than 100 cinemas including in Belgium, Germany, Italy, and Mexico via the expansive SENSIO[®] 3D Live Network. The game will be presented in SENSIO[®] Hi-Fi 3D, the frame-compatible format that provides the highest fidelity to the originally-captured images, enabling the best 3D viewing experience for fans.

“Working with SENSIO is the perfect way for us to continue our groundbreaking 3D efforts,” said Matthew Brabants, Senior Vice President of International Media Distribution and Business Operations for the NBA. “For the first time, international basketball fans are going to have the opportunity to see NBA All-Star like never before, on the big screen in cinemas with a special courtside seat to all the action – in 3D.”

“We are excited to team with the NBA to provide international basketball fans with the best images and a remarkable 3D viewing experience on the big screen,” said SENSIO Executive Vice-President and Chief Marketing Officer, Richard LaBerge. “Our award-winning technology, worldwide network of cinema operators, and expertise in delivering compelling live events will make NBA All-Star in 3D an unrivalled success.”

The NBA has been a sports pioneer in live 3D, and featured the first-ever live sports event in 3D during NBA All-Star 2007 in Las Vegas. Since 2007, the league has conducted numerous groundbreaking 3D events that have continued to advance the use of 3D technology in sports.

PACE, a leader in Digital 3D that has worked with the league on all of their 3D initiatives, will produce the NBA All-Star 3D events. Coverage will include the use of eight 3D cameras throughout Staples Center, including three special 3D Shadow cameras. The 3D Shadow cameras will be placed directly on top of the main broadcasts cameras, providing an efficient and non-intrusive way to capture all the action in 3D. Exclusive commentary, tailored for 3D, will be provided for international fans watching the 3D events.

NBA All-Star Saturday Night presented by State Farm (Saturday, Feb 19) and the 60th NBA All-Star Game (Sunday, Feb. 20) will take place at the Staples Center in Los Angeles. Each event will tip off at 8 p.m. ET and will air live on TNT and ESPN Radio in the U.S. and in more than 200 countries and territories.

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About NBA All-Star 2011

NBA All-Star 2011 in Los Angeles will bring together some of the most talented and passionate players in the league's history for a global celebration of the game. The 60th NBA All-Star Game, which will be held on Sunday, Feb. 20 at the Staples Center, will reach fans in more than 200 countries and territories in more than 40 languages. TNT will televise the All-Star Game for a ninth consecutive year, marking Turner Sports' 27th year of All-Star coverage. NBA All-Star Saturday Night presented by State Farm will feature the Foot Locker Three-Point Contest, Haier Shooting Stars, Sprite Slam Dunk, and Taco Bell Skills Challenge. Other events at NBA All-Star 2011 will include the T-Mobile Rookie Challenge & Youth Jam, BBVA NBA All-Star Celebrity Game, and NBA All-Star Jam Session presented by adidas. This will be the fifth NBA All-Star held in Los Angeles, which previously hosted the event in 2004, 1983, 1972, and 1963.

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.

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.

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