



SENSIO®

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**FOR IMMEDIATE RELEASE**

## **SENSIO unveils its new comprehensive suite of 3D technologies at 2011 NAB**

***Company's new offering supports all frame-compatible formats  
allowing single sourcing for best-quality 3D***

**MONTREAL — March 17, 2011** — SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) today announced that it will be demonstrating key solutions from its comprehensive range for the broadcast market at the 2011 NAB show in Las Vegas. These include automatic detection and decoding of any 3D input signal (SbS, TaB, SENSIO® Hi-Fi 3D) and best-in-class image-enhancement technologies. It is the recent joining of the product portfolios of SENSIO and Algolith that has enabled the company to present this uniquely complete offering to the market.

“We’re extremely proud to be able to demonstrate at 2011 NAB that SENSIO is about superior-quality 3D—beyond our format,” said Nicholas Routhier, SENSIO president and CEO.

The company will also be showcasing the aforementioned award-winning technology: in equipment from manufacturers Miranda Technologies (booth #N2512) and International Datacasting (#SU5513), and as an enabler of applications from Gennum Corporation (#N5823) and Globecomm Systems (#SU2217). In addition, SENSIO will be demonstrating how the SENSIO® Hi-Fi 3D format is the best possible choice for contribution, enabling conversion to any desired format and the highest-quality 3D images in that format.

SENSIO solutions are field-proven and are currently being implemented for the live 3D broadcasting of NBA games (All-Star, Regular Season and Playoffs). More information about SENSIO and its technologies is available at [www.sensio.tv](http://www.sensio.tv).

*More...*

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**About SENSIO Technologies Inc. (SENSIO):**

Founded in 1999, SENSIO Technologies Inc. ([www.sensio.tv](http://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<sup>®</sup> 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<sup>®</sup> 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](mailto:gillian.talbot@sensio.tv)

**Agency Contact**

Samanth Drazin  
Wall Street Communications  
Tel: +1 801-266-0077  
E-mail: [samantha@wallstcom.com](mailto:samantha@wallstcom.com)

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