



SENSIO®

**Facebook:** <http://www.Facebook.com/SENSIO3D>

**LinkedIn:** <http://www.Linkedin.com/company/337733>

**Twitter:** <http://twitter.com/SENSIO3D>

**FOR IMMEDIATE RELEASE**

## **IBC 2011 sees new product launch by SENSIO**

### ***Stereoscopic 3D product development and enhancement continues***

**MONTREAL — Sept 2, 2011** — SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) today announced that new and upgraded products for its professional-equipment solution will be commercially available as of the IBC show in Amsterdam. Making their debut are the SENSIO® Noise Reducer, for cleaner SD, HD and stereoscopic 3D images, and multi-format versions of the SENSIO® 3D Encoder and Decoder. A key feature of all these products is that they are 100% Full Frame Compatible, supporting side-by-side and top-and-bottom formats as well as SENSIO® Hi-Fi 3D. Version 2.0 of SENSIO® Autodetect – the only commercially-available technology for automatically detecting whether an incoming video stream is in 2D or stereoscopic 3D – will also be released at the show.

“Stereoscopic 3D is currently at a crossroads,” said Richard LaBerge, SENSIO Executive Vice-President and CMO. “For the medium to emerge from the testing lab and become an actual revenue stream, professional-grade solutions are required across the board that offer superior image quality, flexibility and cost-effectiveness. SENSIO’s technologies meet all these criteria, and we are committed to maintaining and improving our existing products, as well as developing new ones, in order to provide what the industry needs.”

Visitors to IBC will be able to discuss with SENSIO experts – by appointment only – how the new products and releases respond to their needs. In addition, they will be able to view the Superflex Pro Cinema Event Player (PCEP), which integrates award-winning SENSIO® Hi-Fi 3D technology, to be unveiled by long-time partner International Datacasting Corporation (IDC) in their booth 1.C29 at the European broadcasting tradeshow.

*More...*

“SENSIO and International Datacasting have been innovating together since 2007, deploying solutions for live 3D in cinemas,” said Frederick Godard, President and CEO, IDC. “The inclusion of SENSIO® Hi-Fi 3D technology was therefore a natural choice for our Pro Cinema Event Player.”

Other professional products integrating SENSIO technologies are available from other partner companies that will be exhibiting at IBC, notably Bluestreak Technologies, Teranex Systems and Miranda Technologies.

For more information and to book an appointment with SENSIO at IBC, visit [www.sensio.tv](http://www.sensio.tv)

# # #

**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® 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 Press Contact**

Gillian Talbot  
Communications Consultant  
Tel: +1 514-846-2022 x35  
E-mail: [gillian.talbot@sensio.tv](mailto:gillian.talbot@sensio.tv)

**PR Agency Contact**

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

*ENDS*

**SENSIO Investor Relations Contact**

Sylvain Archambault

Strategic Advisor, Capital Markets

Tel: +1 866-703-4887

E-mail: [sylvain.archambault@sensio.tv](mailto:sylvain.archambault@sensio.tv)

ENDS