



SENSIO®

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**For Immediate Release**

## **SENSIO Announces Creation of Dedicated 3D Video-on-Demand Service: 3DGO!**

**MONTREAL — January 5<sup>th</sup> 2012** — SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) today announced the launch of a 3D Video-on-Demand (VoD) store: 3DGO!, a unique product to boost consumer 3D adoption. With 3DGO! consumers across the US will benefit from a complete and user friendly 3D solution to access and view high-quality 3D titles in the SENSIO® Hi-Fi 3D format. Available in Spring 2012, 3DGO! will offer a wide variety of dedicated 3D content, ranging from blockbuster studio titles to must-see documentaries, to consumers whose 3DTVs support SENSIO® Hi-Fi 3D technology.

3DGO! uses the SENSIO® Hi-Fi 3D award-winning technology, providing the highest image quality amongst frame compatible format. After installing the application on a connected 3DTV, consumers will simply need to select the 3DGO! service to immediately start enjoying 3D content. The transactional model will offer consumers access to a wide 3D library, which SENSIO commits to continue to develop. Neither subscription nor additional equipment is required.

“We committed ourselves to bringing added value to our SENSIO® Hi-Fi 3D clients and to keeping them one step ahead,” said Nicholas Routhier, SENSIO president and CEO. “We know customers want more 3D content and easy/convenient access to it. This is exactly why we are launching 3DGO!. For the first time, consumers will get an easy access to the largest on demand 3D dedicated library directly from their 3DTV. 3DGO! is the simplest way to make a good use of any 3DTV.”

*More...*

SENSIO® Hi-Fi 3D is a unique frame-compatible technology for high-fidelity stereoscopic signal processing, easily integrated into display products. Developed and refined by SENSIO for more than a decade, and deployed in the field for seven years, this mature technology has been trusted by the biggest names in content creation for pioneering and commercializing live 3D events in cinemas around the world, as well as for high-profile console games and DVD movies.

Further information about SENSIO and its technologies is available at [www.sensio.tv](http://www.sensio.tv).

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

SENSIO Technologies Inc. ([www.sensio.tv](http://www.sensio.tv)) has been leading the floor in bringing 3D video to the consumer since 1999. 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 media and entertainment industries 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 products, including its flagship, award-winning technology, SENSIO® Hi-Fi 3D. Through SENSIO solutions, consumers can access – with effortless interaction and complete peace of mind – 3D content of superior quality to common frame-compatible formats distributed over existing infrastructure (cable, satellite or over IP) and displayed using any existing digital equipment (cinema, home cinema, TV, game consoles or PC). SENSIO is listed on the Toronto TSX Venture Exchange.

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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