



SENSIO®

MEDIA ALERT

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SENSIO nominated as finalist for TV Innovation Awards

IMS Research has recognized SENSIO® Autodetect V2.0 as a top technology in the 3DTV field; winners to be announced at the 2012 International CES

SENSIO Technologies Inc. (SENSIO) (TSX.V: SIO) is proud to announce that the company has been nominated as finalist for the 3DTV category of the TV Innovation Awards presented by IMS Research (<http://www.imsconferences.com/index.php/tvawards2012>), for its SENSIO® Autodetect V2.0 technology. Winners will be announced at the IMS Research Cocktail Party, held on January 9th, 2012 at the Monte Carlo Resort & Casino during the 2012 International CES in Las Vegas.

“As TV industry evolves to a true on-demand experience, with users able to access extensive libraries of content to be viewed at a time and place and on the device of their choosing, many new challenges and opportunities are presented,” said IMS Research President Ian Weightman. “The goal of the TV Innovation Awards is to recognize the most forward thinking companies who are creating products and services that are driving this new TV paradigm.”

“SENSIO® Autodetect is the only commercially available technology to provide automatic format detection for all of the most popular stereoscopic 3D formats, and we’re pleased that this unique capability has been recognized by the IMS Research judging panel,” said Nicholas Routhier, SENSIO president and CEO. “The TV Innovation Awards have honored some of the industry’s best-known companies, and we are pleased that SENSIO is considered among today’s leaders in bringing critical 3D technology to market and a richer viewing experience to consumers.”

More...

SENSIO® Autodetect was designed to improve the stereoscopic 3D experience of the end user, taking the technical headache out of enjoying the medium. The technology automatically detects, with superior reliability, all the most commonly used frame-compatible stereo-3D video formats (SENSIO® Hi-Fi 3D, Side-by-Side, Top-and-Bottom) or a 2D signal. Integrating smoothly into CE manufacturers' products and operating seamlessly with the SENSIO® 3D Decoder, SENSIO® Autodetect eliminates issues associated with configuration of input and output formats.

SENSIO® Autodetect can distinguish the nature of content provided by many platforms, including video-on-demand (VOD), pay-per-view (PPV), programmed broadcasts, IP streaming and downloads, packaged media, and stereoscopic 3D (S3D) console games. Integrated into CE equipment capable of decoding 3D signals, it functions perfectly with legacy equipment (HDMI 1.3 and lower) because it is not reliant on flags or metadata. With this technology, consumers can be sure that the proper image conversion is applied to the detected signal and that the 2D/3D format always matches the content. Viewers needn't know in advance which format they will be watching, and there is no need to navigate through on-screen menus to select the appropriate output.

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

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