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The Creative Life

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**FOR IMMEDIATE RELEASE**

## **TCL and SENSIO announce planned integration of SENSIO® Hi-Fi 3D technology in 3DTVs**

***With China's number-one TV brand and 3D pioneer joining forces, SENSIO 3D  
quality at home will be more accessible than ever.***

**HUIZHOU, China and MONTREAL, Canada — January 10th, 2012** — TCL Corporation (TCL) (SZSE: 000100), a global leader and technology innovator in consumer electronics, mobile communications and home appliances, and SENSIO Technologies Inc. (SENSIO) (TSX-V: SIO), a pioneer in 3D-image processing, today announced the signature of a letter of intent (LOI) to work together towards the integration of the SENSIO® Hi-Fi 3D technology in TCL 3DTVs. Sales of TCL LCD TV sets totalled 7.464 million in 2010 and the company is the number one TV brand in China today.

“Image quality is extremely important to us, said Dr. Stan HU, Director of Business, Product and New Technology Planning at TCL. We want to always offer the top of the range to our consumers, and SENSIO® Hi-Fi 3D technology is meeting our standards, both in terms of quality and innovation. In addition, integrating this technology will be easy as SENSIO’s work to incorporate their technology in chips from major manufacturers will enable us to deal with our preferred supplier.”

*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.

“We are delighted to have the opportunity to work with a company as prestigious as TCL,” said Nicholas Routhier, SENSIO president and CEO. “TCL is a driving force in making 3D a reality, and together we will work to give the best 3D experience to the consumers on both sides of the Pacific. These combined efforts are another concrete expression that the 3D sector is now entering a new and stimulating phase, and we at SENSIO will make sure that the consumer’s expectations of quality, content, usability and compatibility are at the center of our efforts.”

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

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### **About TCL**

Founded in 1981, TCL is one of the largest consumer electronics enterprises in China with a global presence. TCL Corporation has three listed companies: TCL Corporation (SZ.000100), TCL Multimedia (HK.1070) and TCL Communication (HK.2618). Currently, TCL Corporation has set up four business units – TCL Multimedia Holdings, TCL Communication Holdings, China Star Optoelectronics Technology and TCL Home Appliances Group, as well as six business groups – System Technology Unit, Techne Group, Emerging Business Group, Investment Group, Highly Information Industry and Real Estate Group.

In 2010, TCL Corporation achieved global sales of RMB 51.87 billion, with a sales volume of 7.464 million LCD TV sets and 36.223 million handsets globally. TCL Corporation has established R&D centers and more than ten R&D branches in China, U.S.A., France and Singapore and owns 20 manufacturing bases globally, in China, Poland, Mexico, Thailand and Vietnam.

In 2011, the brand value of TCL had exceeded RMB 50.118 billion (USD 7.59billion), rising from 70th with RMB 690 million in 1995 to the No. 1 TV brand in China today. The elevation of this brand value represents TCL's transformation into a truly global brand.

Please visit us at <http://www.tcl.com/en.php>

*More...*

**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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