

CORPORATE OVERVIEW



SENSIO®

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Status:	Public Company - TSX Venture Exchange (SIO)
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About SENSIO

Founded in 1999, SENSIO Technologies Inc. (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.



SENSIO Firsts

With more than 11 years in the 3D industry, SENSIO has developed technology that enables media companies and broadcast equipment manufacturers to deliver the best possible 3D experience to the home. The company introduced the first high-end home theatre 3D video processor in 2003, breaking the old 3D paradigm by providing full-resolution colour 3D. This began to attract Hollywood studios and Asian display manufacturers to the future potential of 3D.

Since then, SENSIO has continued to provide the solutions to pioneer significant industry firsts across different 3D platforms:

- First proprietary 3D format to be integrated into a 3DTV – Vizio’s XVT series (2010)
- First worldwide live 3D event in cinemas: 2010 FIFA World Cup™ (2010)
- First 3D console game with stereoscopic 3D effects: *James Cameron’s Avatar: The Game* by Ubisoft (2010)
- First live 3D simulcast on multiple platforms – cinema, stadium and home – with ESPN: NCAA’s USC vs. Ohio State (American) football game (2009)
- First 3D technology to be standardized – DVD Forum (2009)
- First live 3D event in cinemas: BCS Bowl (American) football (2009)
- First full HD 3D solution (2008)
- First satellite transmission of 3D content with Cinedigm (2007)
- First live 3D solution demonstrated with International Datacasting (2007)
- First release of Hollywood movies in 3D and on DVD: first title was Dimension Films’ *Spy Kids 3D* (2005)
- First demonstration of multi-output playback from a single source (2004)
- First full-resolution consumer 3D product: anaglyph, page flip and 2D (2003)

Some of our most recent accomplishments

Patents – SENSIO holds 8 issued patents and 33 pending applications worldwide across 12 patent families. These assets comprise, among others, its SENSIO® Hi-Fi 3D technology covering compression, decompression, formatting and playback of stereoscopic content for various 2D and 3D screens, its SENSIO® S2D Switch, enabling the viewing of 3D content in 3D and in 2D and SENSIO® Autodetect technology which permits a seamless integration of 3D into CE products without complicating the user experience.

Broadcasting

Miranda Technologies – SENSIO and Miranda have partnered to develop a suite of high-performance broadcast products to enable end-to-end 3D payout.

Grass Valley – SENSIO and Grass Valley are collaborating to integrate the SENSIO® 3D Encoder with the Grass Valley ViBE EM3000 H.264 HD Encoder with optimized H.264 compression algorithms delivering superior-quality 3D images, even at the smallest bit rates required for broadcast or VOD services.

Teranex – SENSIO® Hi-Fi 3D technology is integrated into the 3D encoding and decoding options: the VC1-3D-ENC and VC1-3D-DEC applications of Teranex's VC100 universal frame synchronizer and format converter, ensuring continued excellence in 3D-image quality while enabling the best use of bandwidth.

Live 3D in cinemas

CineLive® – Launch of the CineLive® live 3D platform in association with Cinedigm and International Datacasting, enabling the distribution of live 3D events in digital cinemas across North America including sports, concerts and shows.

European deployment – SENSIO's technology is deployed in digital cinemas across Europe, allowing live 3D screening.

SENSIO® 3D Live Network – SENSIO unites its partners in a unique ready-to-go and ever-expanding worldwide live 3D distribution channel, now comprising 800 cinemas in 35 countries.

Consumer Electronics and PCs

Displays – America's no. 1 LCD TV vendor, **Vizio**, launches its XVT range of connected 3DTVs integrating SENSIO® Hi-Fi 3D technology. **Hyundai IT** and SENSIO sign a contract allowing the manufacturer of the world's first 3DTV to integrate SENSIO® Hi-Fi 3D technology.

PC media player software – Contracts have been signed allowing the SENSIO® 3D Decoder software to be integrated into **Cyberlink's** industry-leading PowerDVD™ and **ArcSoft's** TotalMedia™ Theatre media players, enabling consumers to watch 3D movies on Blu-Ray or DVD via their computer.

Semiconductors

Reflecting industry demand for a high-end 3D viewing experience in the home, no less than five leading providers of semiconductor solutions for consumer electronics equipment integrated SENSIO® Hi-Fi 3D technology into SoCs intended for 3D-capable set-top boxes (STB) and 3DTVs in 2010. These include **MediaTek** and **Zoran**.

Content solutions

James Cameron's Avatar: The Game – SENSIO® Hi-Fi 3D was chosen by Ubisoft for encoding the first 3D console game with stereoscopic effects.

Shaun White Skateboarding 3D version – Ubisoft chose SENSIO for a further stereoscopic 3D console game.

TriOviz® for Games Technology – An agreement has been signed allowing Darkworks SA to offer SENSIO® Hi-Fi 3D with its impressive technological solution enabling smooth stereoscopic 3D conversion of multimedia products. The addition of SENSIO's technology allows developers and publishers to create superior-quality-S3D games—up to 1080p when supported by the gaming platform—even on gaming consoles requiring compression.

SENSIO® 3D Content Library – Adding value to our clients' offering, this collection of documentaries and films is accessible over a VOD platform for consumers who have bought a product from one of SENSIO's clients, e.g. a 3DTV.

Live 3D Events

SENSIO® Hi-Fi 3D technology has been used in all commercial and the majority of non-commercial live 3D events produced worldwide. These events include:

SPORTS

2011 NBA All-Star Weekend, Regular Season and Playoff Games

SENSIO branched out in 2011 negotiating the distribution rights worldwide¹ to the NBA All-Star weekend, two regular season games featuring top teams, and two playoff games. The company coordinated technical delivery to the SENSIO® 3D Live Network and supported its partners with marketing, leveraging the power of social media.

2011 RBS 6 Nations Rugby France vs. Wales

The last match of the renowned and much-followed Six Nations Tournament, pitting France against Wales at the Stade de France, was screened in 34 CGR cinemas.

2010 FIFA World Cup™

SENSIO was especially proud to have been able to secure the confidence of FIFA and contribute its technology and the strong distribution connections it has made over time to the delivery of the first worldwide live 3D event. Over the 30 days of the championship, over 4,500 screenings of its most popular games took place in 475 cinemas of the SENSIO® 3D Live Network in 33 countries.

2010 RBS 6 Nations Rugby England vs. Wales

Hundreds of fans cheered for their favourite team during this match screened in 40 Odeon and Cineworld cinemas across the UK.

2009 BCS Bowl Championship Game

This Fox event was the very first live 3D transmission to more than 80 digital cinemas in 35 states of the USA.

2009 NCAA USC vs. Ohio State Football Game

SENSIO was proud to be selected by ESPN to provide the technology to telecast this football game simultaneously to cinemas in three different US states, and at USC's Galen Center and in two ESPN Zone sports bars. The simulcast has earned ESPN an IBC2010 Innovation Awards nomination.

2009 NBA All-Star Skills Competition

This Turner Sports broadcast was the first commercial live 3D sporting event on up to 160 screens in 35 states of the USA.

2009 America vs. Toluca Soccer Game

Broadcast by Mexico's Televisa to cinemas in the country's three largest cities (Mexico City, Guadalajara and Monterrey), this was the first public broadcast of a 3D soccer game.

¹ Except USA, Canada and China

ENTERTAINMENT

**Keane Concert at
Abbey Road Studios**

Lucky fans gathered for this unique UK mini-concert simulcast in anaglyph on the band's official web site and in SENSIO® Hi-Fi 3D on televisions in Abbey Road Studios and in a local cinema.

Julien Clerc's 3D Concert

This first commercial live 3D concert was broadcast by OpenSky to multiple cinemas in Europe.

**The Opera de Rennes's
Don Giovanni**

Transmitted by Globecast, this event was enjoyed both aurally and visually by hundreds of people in France.