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FOR IMMEDIATE RELEASE

SENSIO LAUNCHES ITS NEW UHD FORMAT FOR 3DTV

SENSIO'S 3D/4K FORMAT WILL BE DEMONSTRATED AT 2015 CES

MONTREAL – January 5, 2015 — SENSIO Technologies Inc. (“SENSIO” or the “Company”) (TSX-V: SIO) today announced the launch of SENSIO 3D/4K, its new 3D format optimized for the latest generation of ultra-high definition (UHD) 3DTVs. Compatible with all video compression codecs including HEVC, the format makes it possible to distribute 3D HD content without any stereoscopic compression loss, achieving an image quality that is superior to every spatial compression format, including the award-winning SENSIO® Hi-Fi 3D technology.

Designed to be fully compatible with the new 4K distribution infrastructure, the SENSIO 3D/4K format uses advances in the field of video compression to provide superior distribution quality with less bandwidth than what was previously possible. The new format can, among other things, be used to economically and efficiently stream 3D HD movies using less bandwidth. The new format will also enable high-frame-rate distribution of 3D content (48 frames per second), the state-of-the-art motion picture technology used for the Hobbit trilogy and announced for the upcoming Avatar trilogy.

“We are very proud of this new advancement in the distribution of 3D content which once again puts SENSIO in the top tier of companies innovating in this field,” commented Nicholas Routhier, SENSIO’s President and CEO. “SENSIO is committed to remaining at the cutting edge of stereoscopic image processing and with the arrival of the new 3D 4K televisions and high-frame-rate 3D movies, we saw an opportunity to renew our technology and help 3DTV manufacturers and motion picture creators as they evolve toward an even more realistic and immersive 3D home theatre experience. In developing our new format, we accounted for the inherent constraints when technologies are incorporated into consumer electronics, and therefore it should be easier to adopt. We have big ambitions for this new format and are very excited about demonstrating it at the Consumer Electronics Show.”

For further information on SENSIO and its technologies, please visit www.sensio.tv

About SENSIO Technologies Inc. (SENSIO):

SENSIO Technologies Inc. (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.

Caution Concerning Forward-Looking Statements

Certain statements made in this press release that are not historical facts are forward-looking statements and are subject to important risks, uncertainties and assumptions, both general and specific, which give rise to the possibility that actual results or events could differ materially from our expectations expressed in or implied by such forward-looking statements... As a result, we cannot guarantee that any forward-looking statement will materialize and readers are cautioned not to place undue reliance on these forward looking statements. For more exhaustive information on these risks and uncertainties, the reader should refer to the risk factors described in the management's discussion and analysis of SENSIO for the quarter ended August 31, 2014. The forward-looking statements contained in this press release represent our expectations as of the date hereof. We disclaim any intention and assume no obligation to update or revise any forward-looking statements. Forward-looking statements are presented for the purpose of providing information about management's current expectations and plans and allowing investors and others to obtain a better understanding of our anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes.

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