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FOR IMMEDIATE RELEASE

SENSIO LAUNCHES 3DGO!™ ADVERTISING CAMPAIGN IN MOVIE THEATRES ACROSS THE UNITED STATES

3DGO!™ advertising to reach out to millions of 3D moviegoers in the USA

MONTREAL – July 16th, 2015 – SENSIO Technologies Inc. (“SENSIO”) (TSX-V:SIO) today announced the launch of its first advertising campaign in the United States for its 3DGO!™ service.

Beginning on July 17th, the new 3DGO!™ native 3D ad will be seen by millions of moviegoers in select theaters across the U.S. in National CineMedia (NCM)'s *FirstLook* pre-show program in front of select 3D films including “Minions” and “Ant-Man.” NCM is America's Movie Network, with nearly 50 leading national and regional theater circuit affiliates including AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group. These films are expected to be two of summer's biggest blockbusters with *Minions* opening last weekend to a record-breaking \$115 M while Marvel's *Ant-Man* is projected to draw \$65 M during its first weekend.¹

“We are absolutely thrilled with this first cinema advertising campaign which heralds the beginning of our widespread 3DGO!™ awareness efforts,” said Nicholas Routhier, President and CEO of SENSIO. “Our 3DGO!™ customers are first and foremost huge 3D movie fans and reaching out to them in theatres before the viewing of a favorite 3D movie seemed only natural. We firmly believe that this effort will contribute to the accelerated growth of new 3DGO!™ users and help us in reaching our goals in terms of users, rentals and revenues.”

The ad is available on the Facebook page of 3DGO!™
(<https://www.facebook.com/3DGOVoD/videos/vb.294037683988553/921253087933673/?type=2&theater>).

3DGO!™ is the world's first and only dedicated 3D transactional VOD service offering the largest selection of high-quality 3D content, including some of the latest 3D Hollywood blockbuster titles, via internet streaming to 3D smart devices. The application offers consumers quick and easy access to an ever-growing library of varied 3D content which SENSIO is committed to continue developing. Neither subscription nor additional playback equipment is required making it a simple, inexpensive and ideal way to watch 3D in the home. 3DGO!™ uses the award-winning SENSIO® Hi-Fi 3D technology, a unique frame-compatible technology providing high-fidelity stereoscopic images while using conventional 2D channels. The

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application is currently available in the US and Canada on select 3DTVs. For a list of compatible devices and available movies, please visit www.3DGO.com.

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

Source: ¹ BoxOfficeMojo.com

About SENSIO Technologies Inc. (SENSIO):

Founded in 1999, SENSIO Technologies Inc. (www.sensio.tv) is a pioneer in the field of stereoscopic 3D imaging and of 3D content distribution at home. For over 15 years, SENSIO has been developing, patenting and marketing advanced 3D image processing technology providing superior image quality as well as a simple user friendly experience. Its award-winning technology, SENSIO ® Hi-Fi 3D, can be found in millions of products for the cinema, distribution and consumer electronics markets worldwide.

Today, SENSIO uses its technologies and 3D expertise to deliver its video-on-demand service, 3DGO!™, the first 3D-dedicated service offering Hollywood blockbuster movies directly to consumers. SENSIO works with some of the biggest brands in the consumer electronics industry and the film industry to become the destination of choice for 3D movie fans. 3DGO!™ aims to become the largest distributor of 3D content for the consumer market in the world.

SENSIO is listed on the Toronto TSX Venture Exchange (SIO)

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 February 28, 2015. 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.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

SENSIO® is a registered trademark of SENSIO Technologies Inc

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