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### **Zecotek Calls for Consumer Protection and Industry Standards for 3D Displays**

**Singapore, January 13, 2011 - Zecotek Photonics Inc. (TSX-V: ZMS; Frankfurt: W1I)**, has renewed the call for consumer protection and industry standards for 3-D viewing equipment. The company first called for industry standards in Stockwatch March 25, 2010, to address the growing concerns over safety in 3-D viewing. Nintendo Ltd. recently issued a cautionary warning regarding its new hand-held 3DS which may harm the eyes of children less than six years of age. It fears that 3-D content "delivers 3-D images with different left and right images, and which have a potential impact on the growth of children's eyes." Zecotek fully supports these concerns.

"We have developed a 3-D auto-stereoscopic display which does not require viewers to wear glasses, and because the 3-D effect is produced using the widest possible number of views it provides a much more natural viewing experience than those systems requiring glasses," said Dr. A.F. Zerrouk, chairman, president and chief executive officer of Zecotek Photonics. "The Zecotek 3-D display system has an effective viewing angle of up to 50 degrees with 90 concurrent perspectives allowing for multiple views at the same time. Due to the large number of perspectives our 3-D system has the important feature of constant motion parallax within the viewing angle. Motion parallax eliminates the sense of imbalance and dizziness during normal observation which can occur with polarized and shutter glasses used with other commercial systems due to the limited number of views. We are calling those in the 3-D industry to develop standards and guidance for 3-D systems which will be used by the consumer, particularly children, for long viewing periods."

Zecotek's unique, patented 3-D display system should not be confused or identified with stereoscopic 3-D televisions which require viewers to wear special glasses. Specialists report that individuals may feel discomfort and dizziness during the first 30 minutes after viewing a 3-D film using polarized and shutter glasses as muscles in the eye become weak and colour response decreases. More recent concerns are on the possible long-term impact on children.

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### **About Zecotek's real-time 3-D display system**

Zecotek's 3-D display system is based on a patented array of matched, dynamic lenticular lenses, coupled with high-speed image projection. The system operates by forming a very large number of perspective views which, together with its wide viewing angle, allows multiple viewers to each have their own unique perspective. This combination of views, viewing angle and the 3-D display's high resolution offer a viewing experience closest to the visual perception of real objects.

The key feature of Zecotek's real-time 3-D display system is that it does not require glasses, eye tracking or other extraneous or viewer-dependent devices. Other unique features of the 3-D display system include both constant motion parallax and the occlusion effect within the viewing angle. Motion parallax is the apparent difference in the direction of movement or speed produced when the subject moves relative to his environment. The occlusion effect is the blocking of one object by another opaque (non-transparent) object



located in front of it but where the hidden object can still be seen if viewed from a different angle, for example, in side view. The combination of motion parallax and the occlusion effect eliminate the sense of imbalance and dizziness which can occur in particular with polarized and shutter-type glasses and which are contributing to concerns over health and safety of 3-D viewing.

Zecotek's 3-D display technology is scalable and can be applied to both small 3-D display screens for use in the transportation, personal computing and gaming industries as well as large 3-D display screens for industrial, advertisement, medical and home entertainment markets. While current flat screen technologies are inadequate for time-sequenced 3-D imaging (and why all LED panel systems require glasses), Zecotek's 3-D display system can be adapted to accommodate emerging next-generation LEDs and control systems, which will allow for flat, thin panel 3-D displays. As an interim step, and to meet current demands for a viable 3-D auto-stereoscopic glasses free display, the company is planning to introduce a desktop DLP-based monitor specifically aimed at scientific, engineering, military and security applications where 3-D imaging provides for enhanced situation and process analysis, fast decision making and problem-solving.

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If you would like to receive news from Zecotek in the future please visit the corporate website at [www.zecotek.com](http://www.zecotek.com).

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