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Zecotek Demonstrates Auto-stereoscopic Multiple views 3D2D Display System to European OEMs

Singapore, January 19, 2010 - Zecotek Photonics Inc. (TSX-V: ZMS; Frankfurt: W11.F), a developer of leading-edge photonics technologies for medical, industrial and scientific markets, today announced that its Real-Time 3D2D Display System is exhibited in Zurich, Switzerland to a select number of European display manufacturers. The demonstrations in Europe follow demonstrations to Asian and North American display manufacturers, and come as the Company looks to conclude a manufacturing or licensing partnership with a major OEM.

"There is much hype regarding stereoscopic 3D, which requires special eye wear and in most cases, an extended cable connection from the glasses to the monitor is needed," said Dr. A.F. Zerrouk, Chairman, President, and CEO of Zecotek Photonics Inc. "However, in order to have a natural and realistic 3D effect, this can only be achieved with systems such as Zecotek's unique Real-Time, Auto-stereoscopic, multiple-views, 3D2D Display System. No special glasses or peripheral equipment or sweet spots are needed. As part of our global search for the best mix of licensing and manufacturing partnership we have moved our 32 inch prototype to Zurich to demonstrate to very keen European OEMs. We look to conclude our discussions with Asian, North American and European manufacturers in the very near future and move ahead with a single partner. The demand for true 3D viewing is growing and consumers and manufacturers alike are discovering the challenges and limitations inherent to standard stereoscopic viewing with eye wear."

Protection of Zecotek's 3D unique technological innovation is a priority and is being achieved through multiple stage patents in all countries where significant demand for the Company's 3D products is expected. Applications have been submitted first in the US, followed by PCT (Patent Cooperation Treaty), regional and national applications. Patents have been granted, or are pending, in the US, Japan, China, Russia, Australia, Korea and major countries in Europe. This will increase our opportunity to capture a significant share of the market.

Zecotek's Real-Time 3D2D Display System is based on the auto-stereoscopic principle, but with substantial innovative and patented improvements and represents a new and unique generation of 3D displays. In September 2008, Zecotek's 3D development team announced significant improvements in overall clarity, a doubling of concurrent perspectives (from 40 to 80) and an increase in the effective 3D viewing angle from 25 to 40 degrees. The Company is also introducing flat screen 5 to 16 inch 3D displays for the transportation, personal computing and gaming industries, and a 54 inch 3D display designed to meet the expected demand for industrial, advertisement, medical and home entertainment markets.

Zecotek also announced the granting of 820,000 stock options to employees and consultants for their contributions to the Company. The exercise price is set at \$0.71 and the options will expire five years. The stock options are subject to regulatory approval.

**About Zecotek**

Zecotek Photonics Inc. (TSX-V: ZMS; Frankfurt: W1I) is a photonics technology company developing high-performance crystals, photo detectors, lasers, optical imaging and 3D display technologies for commercial applications in the medical diagnostics and high-tech industry. Founded in 2003, the company has three distinct operating divisions: imaging, lasers and 3D display and labs located in Canada, Singapore and Russia. Zecotek commercializes its novel, patented and patent-pending bio-photonic technologies directly and through strategic alliances and joint ventures with multinational OEMs, distributors and other industry leaders.

This press release may contain forward-looking statements that are based on management's expectations, estimates, projections and assumptions. These statements are not guarantees of future performance and involve certain risks and uncertainties, which are difficult to predict. Therefore, actual future results and trends may differ materially from what may have been stated.

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