



For immediate release: March 25, 2010

Zecotek Differentiates its 3D2D Real-Time Display System from Existing Commercial 3D Products and Calls for Consumer Protection and Industry Standards for 3D

Singapore, March 25, 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 featuring patented 3D display technology should not be confused or identified with the recently introduced stereoscopic 3D televisions which require viewer to wear special glasses. Zecotek is calling for industry to develop standards for safe viewing in the consumer markets as some experts in human visual perception are expressing concerns that these stereoscopic 3D televisions could cause eye strain and related health problems.

"Zecotek's unique and patented 3D auto-stereoscopic display does not require viewers to wear glasses, and because the 3D effect is produced using the widest possible number of views it offers a much more natural viewing experience than 3D television," said Dr. A.F. Zerrouk, Chairman, President, and CEO of Zecotek Photonics Inc. "Our system is completely volumetric so the image can be shared among a group of viewers, and it can be viewed in natural light which is important to the overall efficiency and clarity in diagnostics, design and operational planning. The Real-Time 3D2D Display System was designed for images derived from medical imaging, rendering, geo-physical data, and other industrial and military applications. We are currently working with OEM's and end users to develop systems which can meet the demanding technical and human requirements of these environments. We feel that Zecotek has an outstanding competitive lead in addressing these markets, which require high value, high quality and very durable systems, and we are calling those in the 3D industry to develop standards and guidance for 3D systems which will be used by the consumer, particularly children, for long viewing periods."

3D films that use polarized glasses are also coming under criticism due to the impact they have on the human eye. Polarized 3D glasses create the illusion of three-dimensional images by restricting the light that reaches each eye, an example of stereoscopy which exploits the polarization of light. To present a stereoscopic motion picture, two images are projected superimposed onto the same screen through different polarizing filters. The viewer wears low-cost eyeglasses which also contain a pair of different polarizing filters. As each filter passes only that light which is similarly polarized and blocks the light polarized in the opposite direction, each eye sees a different image. This is used to produce a three-dimensional effect by projecting the same scene into both eyes, but depicted from slightly different perspectives.

Specialists of Russia's Eye Microsurgery Institution have found that a person watching a 3D movie with polarized glasses may feel discomfort and dizziness during the first 30 minutes after the film ends: the muscles responsible for the crystalline lens become weak and the color response decreases. Other researchers have been conducting studies on eye movements and stereoscopic 3D displays and have expressed concern about the use of



stereo displays becoming very widespread, especially if younger children are routinely exposed to them.

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. Zecotek's true, auto-stereoscopic 3D display system requires no eyewear and has an effective viewing angle of 40 degrees with 90 concurrent perspectives allowing for multiple views at the same time. Another unique feature of the 3D2D Display is 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.

The Real-time 3D2D Display is also scalable and offers both small 3D display screens for use in the transportation, personal computing and gaming industries, and large 3D display screens designed to meet the expected demand for industrial, advertisement, medical and home entertainment markets. Zecotek is in the process of preparing the 3D2D Display system for manufacture and is also working to establish industry standards to ensure consumer safety, product stability and long term market adoption.

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.

For Additional Information Please Contact:

Zecotek Photonics Inc.
Michael Minder
T: (604) 827-5212
ir@zecotek.com

CHF Investor Relations
Christopher Haldane, Account Manager
T: (416) 868-1079 x237
chris@chfir.com

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the content of this news release. If you would like to receive news from Zecotek in the future please visit the corporate website at www.zecotek.com.