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Zecotek's Auto-Stereoscopic 3D Display System Demonstrates Split Screen Capabilities and Air Traffic Control Simulation

Singapore, September 15, 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 auto-stereoscopic (requiring no glasses) 3D Display System has a newly developed split view capability and Air Traffic Control simulation, both of which are being demonstrated to potential industry partners and licensees from the United States, Japan and Korea.

"The feedback from industry specialists who have viewed our **glasses-free** 3D display technology confirm that it is unparalleled within the industry," said Dr. A. F. Zerrouk, Chairman, President and CEO of Zecotek. "There is widespread disappointment in current 3D offerings, in particular due to the need for glasses, and our glasses-free system offers a unique alternative. Both the split screen and ATC capabilities provide for new important applications. Our goal is to get our system to market as soon as possible with an industrial partner with global reach and we are pleased with the attention we are now receiving from leading industry players from the United States, Japan and Korea. "

Zecotek's proprietary 3D display system addresses key concerns and barriers to widespread 3D adoption:

1. According to a recent study in consumer attitudes, conducted by ¹The Neilson Co. for the Cable and Telecommunications Association for Marketing, the majority of people surveyed cited **having to wear glasses** as a reason they were not likely to buy a 3D television, and that nearly nine in 10 people worry that it will constrain them from multi-tasking while the TV is on. The study suggests that the true breakthrough for 3D technology won't come until televisions are developed which allow for true auto-stereoscopic 3D viewing without the glasses. Zecotek's 3D technology does not require the viewer to wear glasses.
2. Consumers are also concerned about the **lack of 3D programming content** available which would make a purchase worthwhile. Zecotek's 3D display system is aimed at commercial uses: geo-data, medical, security, industrial design, commercial signage and gaming where content is not an issue and in many cases 3D can be a mission critical function.
3. The Nielsen study also resulted in seven in 10 regular gamers expressing interest in playing games in 3 dimensions. Zecotek's system does not require glasses and brings new features to gaming.

¹ The Nielsen study was conducted with focus groups and a survey of 425 randomly selected people who answered questions and watched a 30-minute highlight reel of 3-D television. The margin of error is plus or minus 5 percentage points.



The split screen feature of Zecotek's 3D display allows for two different views on the same display and has many potential applications, in particular in the gaming industry. It will allow simultaneous game playing by two or more players sitting side by side, where each player would have a completely separate 3D view.

The Company's introduction of the capability to render 3D multi-level presentations of Air Traffic Control position and flight data has also been welcomed by industry, as 3D representation promises to be an effective aid with respect to understanding air traffic situations, local tactical understanding of traffic and collection feedback on implemented courses of action.

About Zecotek's Real-Time 3D Display System

Zecotek's 3D display system does not require glasses or eye tracking or other extraneous or viewer dependent devices. Unlike conventional 2D systems, which render only two views, Zecotek's 3D display 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 3D display's high resolution offer a viewing experience that management believes is closest to the visual perception of real objects. Zecotek's 3D display system can be used naturally and effectively with images derived from medical imaging, rendering, geo-physical data, and other industrial and military applications for enhanced situation and process analysis, fast decision making, and problem-solving.

Other unique features of the 3D 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 3D viewing.

Zecotek's 3D display is 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's 5th generation system has been specifically designed to accommodate the emerging next-generation LED's and control systems, which will allow for both flat, thin panel 3D displays as well as powerful back projection desk top configurations.

About Zecotek

Zecotek Photonics Inc. (TSX-V: ZMS; Frankfurt: W1I) is a photonics technology company developing leading-edge products: crystals, photo detectors, lasers, imaging and 3D display technologies, for medical, biotech, industrial, nanotech and atomic/molecular science applications. Founded in 2003, the company has three distinct operating divisions: Laser Systems, Imaging Systems and 3D Display Systems and labs located in Canada, the United States, Singapore, Malaysia and Russia. Zecotek commercializes its novel, patented and patent-pending photonic technologies directly and through strategic alliances and joint



ventures with multinational OEMs, distributors and other industry leaders. For more information, please visit www.zecotek.com.

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