



**FOR IMMEDIATE RELEASE**

**Sony Pictures' '2012' to be Released in Selected Theaters  
with D-BOX Motion Technology on November 13**

*Much-anticipated Epic Adventure Adds Motion Effects for Ultimate Experience*

**Longueuil, Québec – (October 27, 2009)** – D-BOX Technologies Inc. (DBO.A on the TSX Venture Exchange) a leader in innovative motion technology for the entertainment industry announced today that it has reached an agreement with Sony Pictures Releasing Corporation, a domestic motion picture distribution arm of Sony Pictures Entertainment (“Sony Pictures”), to feature D-BOX’s groundbreaking motion technology in Sony Picture’s much-anticipated new action film, *2012*, to be released in selected theatres on November 13.

D-BOX continues to gain global recognition for its unmatched ability to provide the most immersive, realistic movie experience available, evidenced by its seven encoded movie theatre release since April 2009. Audience members viewing *2012* in theaters equipped with the D-BOX motion technology will not only see the movie, but experience it in a unique way as their surroundings respond and react to the events on screen.

“We are anticipating great results at theatres equipped with D-BOX’s motion systems with the release of *2012*,” said President and CEO, Claude Mc Master. “This latest agreement with Sony Pictures serves as yet another testimony to the success of D-BOX’s innovative advances in motion technology. We’re looking forward to future content and plan to announce new theatres soon, as part of our rollout plan.”

D-BOX’s motion designers spend hundreds of hours creating realistic motion effects (referred to as “MFX”) frame by frame in perfect sync with the onscreen action for each individual movie, providing an experience unlike any other on the market. Each D-BOX MFX seat comes equipped with individual intensity settings that can be adjusted to heighten or decrease the motion experience. While moviegoers feel motion effects during many of the action sequences, the seats will remain still during the more dialogue-driven scenes.

Never before has a date in history been so significant to so many cultures, so many religions, scientists, and governments. *2012* is an epic adventure about a global cataclysm that brings an end to the world and tells of the heroic struggle of the survivors. The film is directed by Roland Emmerich and written by Roland Emmerich & Harald Kloser. Producers are Harald Kloser, Mark Gordon, and Larry Franco.

D-BOX motion systems are presently available at seven theatres throughout the U.S. and Canada, including Cineplex Odeon Queensway Theatre in Etobicoke, Ontario; Mann Chinese 6 Theatre in Los Angeles, California; Theatres at Mall of America in Bloomington, Minnesota.; Galaxy at the Cannery in Las Vegas, Nevada.; Galaxy Highland Theatre in Austin, Texas.; UltraStar Cinemas in Surprise, Arizona.; and UltraStar Apple Valley in San Bernardino, California. In addition, a new location, “Cinéma Beloeil” in Beloeil, Québec will shortly be equipping a theatre. For additional information and theatre details visit [www.d-box.com](http://www.d-box.com)

## **About D-BOX**

D-BOX Technologies designs and manufactures leading edge high-technology motion systems mainly suited to the needs of the entertainment industry. With its unique, patented technology, D-BOX Motion Code™ uses motion effects specifically programmed for each film, TV program or video game, which are sent to a motion generating system integrated within either a platform or a seat. The resulting motion is perfectly synchronised with all onscreen action, creating an unmatched realistic, immersive experience. To date, D-BOX Motion Code™ is available on more than 850 titles. Accordingly, many prominent Hollywood studios have started embedding D-BOX Motion Code™ on selected high definition Blu-ray™ releases. By reaching agreements with the leaders of both the motion picture and gaming industries, D-BOX's award-winning motion technology is gradually proving itself as a new global standard in the entertainment world.

D-BOX is a publicly traded company listed on the TSX Venture exchange under the symbol DBO.A. For further information please see [www.d-box.com](http://www.d-box.com).

D-BOX<sup>(R)</sup> is a registered trademark and D-BOX Motion Code™ is a trademark of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

## **About Sony Pictures Entertainment**

Sony Pictures Entertainment is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution, operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in more than 130 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

## **Disclaimer in regards to Forward-Looking Statements**

Certain statements included herein, including those that express management's expectations or estimates of our future performance, constitute "forward-looking statements" within the meaning of applicable securities laws. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management at this time, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Investors are cautioned not to put undue reliance on forward-looking statements. We disclaim any intent or obligation to update publicly these forward looking statements, whether as a result of new information, future events or otherwise.

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**For further information, please contact:**

Director of Marketing  
Guy Marcoux  
D-BOX Technologies, Inc.  
450-442-3003, ext. 263  
gmarcoux@d-box.com

Investor Relations  
Marc Jasmin CMA, Partner  
Jasmin-Dumais Financial Communications Inc.  
514-231-2360  
marc@comjamais.com

Steve Elzer  
Sony Pictures Releasing  
(310) 244-7142  
Steve\_elzer@spe.sony.com