



## **D-BOX SETS THE GAMING WORLD IN MOTION AT CES 2009**

### ***Motion FX Technology set to Support Growth through Video Games and Hollywood***

LAS VEGAS, Nevada, January 8, 2009 – D-BOX Technologies Inc (DBO.A on the TSX Venture Exchange), a leader in innovative motion technology for the entertainment industry, is showcasing exciting new products and initiatives, including a new hybrid motion system priced at \$US 2,999 at the 2009 International Consumer Electronics Show (CES) in Las Vegas, Booth # 21537, South Hall, 1.

In conjunction with the video game development community and Hollywood, D-BOX is delivering the most complete viewer/player immersion experience to date: bold, immersive and invigorating journeys of realistic Motion Effects (MFX) perfectly synchronized with onscreen action and sound! This new hybrid motion system, which offers the flexibility of either playing video games or watching home movies, offers great value for consumers looking to get the most from their entertainment dollar, which is supported by the fact that D-BOX won the 2008 CES Innovations Design and Engineering Honor in the Electronic Gaming Product category.

"D-BOX is helping change the entertainment landscape, expanding the way in which people play video games and watch movies," stated Claude Mc Master, President and Chief Executive Officer of D-BOX Technologies Inc. "D-BOX Motion Code™ is quickly becoming the de facto industry standard in immersive entertainment, supported as the next wave in gaming and cinematic experiences. We're all very excited about this growing market recognition, as evidenced by the recent partnership announcements with Electronic Arts and Universal Studios Home Entertainment."

### **GROWTH THROUGH VIDEO GAMES**

On display at CES, D-BOX is showcasing its much anticipated new GPH-120 Hybrid Motion system which delivers the excitement of D-BOX in a stylish, affordable package. The two-actuator system gives gamers freedom of pitch, roll and virtual heave, including the ability to simulate acceleration levels up to 2G's, particularly important in flight simulator games. The GPH-120 also delivers a supremely immersive movie-watching experience and compatibility with more than 850 DVD and Blu-ray titles out on the market today. Carrying a suggested retail price of \$US 2,999 for the complete D-BOX Motion system, the new GPH-120 will be available online and through specialty retail stores in the second quarter of calendar 2009.

New gaming titles featuring D-BOX Motion Code™ (on display in the D-BOX booth at CES) include PC versions of "Grid" (a popular racing game) from Codemasters and "Crysis warhead" (a first person shooter game which among many features simulates a Zero gravity playing environment) from Crytek as well as "Need for Speed Undercover" from Electronic Arts.

## **GROWTH THROUGH HOLLYWOOD**

D-BOX recently announced a licensing agreement with Universal Studios Home Entertainment to feature D-BOX Motion Code™ on selected Blu-ray™ disc releases including the popular thriller "Death Race" which was released on December 23, 2008. As one of Hollywood's largest global entertainment entities, Universal Studios Home Entertainment joins a growing roster of "A-list" supporters of D-BOX Motion Code™ embedded Blu-ray™ titles including, Sony Pictures Home Entertainment, Walt Disney Studios Home Entertainment, Twentieth Century Fox Home Entertainment, Lionsgate and Blue Underground. Visitors to the D-BOX booth at CES will have the opportunity

to view some of the home movies provided by these studios as D-BOX's popular mobile demonstration truck makes a return appearance at the show sporting a full six-person surround-sound home theater system featuring D-BOX Motion Code™ enhanced seating.

The company also recently announced initiatives to introduce a commercial version of its patented D-BOX Motion Code™ systems (D-BOX MFX system) for the commercial movie theatres industry. On display at CES 2009 will be a first look at new test-drive kiosks destined for use in theatre lobbies, giving consumers a quick "taste" of the D-BOX immersive experience.

## **US/GLOBAL DISTRIBUTION**

Support for D-BOX Motion Code™ systems in North-America includes key specialty retailers such as Bjorns, Star-Power, Vann's, Fillion Électronique, Sound Design and Signature AV as well as through a network of custom installers. D-BOX Motion Code™ systems are also available in a number of other countries, either through distributors, directly from dealers or online at [www.d-box.com](http://www.d-box.com)

## **ABOUT D-BOX**

D-BOX has pioneered the next step in the evolution of home, theatrical and gaming entertainment systems, a patented precision encoding system allowing for the creation of a custom motion track for each film, TV program or video game. The result for the viewer is an added dimension of realistic Motion effects (MFX) perfectly synchronized with on-screen action, for a supremely exciting and immersive entertainment experience right in their viewing seat. An opportunity for studios and retailers alike, this exciting new level of interactivity and immersion is well on its way to being a de facto industry standard; D-BOX's award-winning motion technology is available for more than 850 titles globally. Several Major Hollywood studios have embedded D-BOX Motion Code™ on many recent blockbuster Blu-ray™ releases. For more information, please visit [www.d-box.com](http://www.d-box.com)

D-BOX 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.

## **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.

*The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.*

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