



PRESS RELEASE

D-BOX Technologies: objective of growth in entertainment as well as simulation and training

Longueuil, January 18, 2016 – D-BOX Technologies (TSX:DBO) is proud to announce its expansion plans in the near future. As a leader in immersive and innovative motion technology, the company has acquired an outstanding expertise in the entertainment and simulation sectors.

Growth in the entertainment market

“Over the last several years, we have grown substantially in North America and internationally. Currently, over 400 screens worldwide offer the D-BOX immersive motion experience. This was made possible because D-BOX is able to answer the industry’s needs since it has an extensive and thorough knowledge of the entertainment market and motion technology”, declared Claude Mc Master, President and Chief Executive Officer of D-BOX.

In 2015, D-BOX focused its efforts to develop strategic target markets such as North America, Latin America and China. In addition to Cineplex Entertainment’s continuous deployment of D-BOX technology on its Canadian screens with now a total of 42 screens equipped with a D-BOX zone, Cinemark committed last December to installing D-BOX motion systems on 80 new screens in 40 theatres in the Americas. Following the deployment of these screens, Cinemark will have a total of 180 screens with a D-BOX motion zone. “This endorsement proves again that our business model generates significant new revenues for our partners”, stated Mr. Mc Master.

Optimizing and improving training simulation

In order to continue offering an innovative system in a training simulation environment, D-BOX has created parallel to its entertainment entity a distinct division to support the simulation and training markets. With the increasing demand for cost-effective innovative simulators, D-BOX Motion System has become ‘the solution’ to recreate true-to-life sensations with accurate movements. Organizations, such as Barco, Thales, John Deere, Caterpillar and Rockwell Collins, team up with D-BOX to create innovative simulation and training solutions at highly competitive prices.

“We are honoured to have also been selected as one of the most innovative companies in 2015 in the simulation and training industry by KMI Media Group”, stated Mr. Mc Master. “This proves once again that D-BOX’s technology responds to the highest standards demanded by the simulation and training community”, he added.

Virtual reality: where all the roads converge!

Recently, D-BOX added a new string to its bow by realizing unique virtual reality (VR) experiences. “With our expertise in immersive motion for cinematic art and real-time simulation, we understand the powerful potential of virtual reality as a storytelling medium. We have become an integral part of the VR adventure and this will revolutionize immersive entertainment”, explained Mr. Mc Master.

Amongst D-BOX's latest VR realizations, we can cite *The Martian* in partnership with 20th Century Fox films (The Third Floor and VRC) and *Goosebumps*, with Sony Pictures (MPC and Technicolor). Both were presented at the 2016 Consumer Electronics Show, in Las Vegas. D-BOX has also realized the VR experience for *Rabbids*, produced by Ubisoft. In addition, a first VR project was realized with Partouche, a major player in the entertainment and gaming markets in France.

Financing

On December 18, 2015, D-BOX secured a \$5 M equity investment at \$0.45 per unit, 55% premium on the stock market price, from Gold Finance Group (Canada), a major Chinese investment holding group in the entertainment market as well as other sectors. With this investment, D-BOX is in a position to increase its growth and strengthen its presence in new and emerging markets. "China is the world's fastest growing market for entertainment. Considering the inroads we have achieved so far, we believe the time is right to accelerate our business development efforts in this country", said Mr. Mc Master.

Outlook

With a steady growth in revenue over the last few years, D-BOX is in a position to accelerate its progression in both business units (Entertainment as well as Simulation and Training) and to grab market shares around the world. The corporate structure in place and the cash flows generated from the operating activities allow D-BOX to secure its expansion plans.

About D-BOX

Pioneer and world-leader in immersive motion for cinematic art and real-time synchronization, D-BOX designs, manufactures and commercializes cutting-edge motion systems intended for the entertainment and industrial markets. This unique and patented technology uses motion effects specifically programmed for visual and audio content. Movies are more immersive, training simulations more effective and video games more exhilarating than ever before.

Forward-looking statements

This press release may contain forward-looking statements with respect to D-BOX and its operations, strategy, financial performance and condition. These statements generally can be identified by use of forward-looking words such as "may", "will", "expect", "estimate", "anticipate", "intends", "believe" or "continue" or the negative thereof or similar variations. The actual results and performance of D-BOX could differ materially from those expressed or implied by such statements. Such statements are qualified in their entirety by the inherent risks and uncertainties surrounding future expectations. Some important factors that could cause actual results to differ materially from expectations include, among other things, general economic and market factors, competition, changes in government regulation and the factors described under "Risk Factors" in the annual information form of D-BOX dated June 18, 2015. The cautionary statements qualify all forward-looking statements attributable to D-BOX and persons acting on its behalf. Unless otherwise stated, all forward-looking statements speak only as of the date of this press release and D-BOX has no obligation to update such statements.

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