



SPECTRA7 AND MONSTER UNLEASH THE POWER OF ULTRA HD 4K

*Intelligent, Seamless, Real-Time Monitoring for 4K enabled
by Spectra7's Detectiv4K™ Technology*

January 8, 2014 – Consumer Electronics Show, Las Vegas, NV – (TSX-V:SEV) Spectra7 Microsystems Inc. (“Spectra7”), a high performance analog semiconductor company delivering unprecedented speed, resolution and signal fidelity to consumer and wireless infrastructure products, today unveiled its Detectiv4K™ integrated audio/video performance monitoring technology. Detectiv4K™ is now embedded in Monster’s latest Black Platinum® adding to the existing use of Spectra7’s home theatre technology in Monster’s® Core and MSeries® cable lines, thereby creating a new generation of intelligent connectivity for home theatre and gaming enthusiasts.

With more than 200 million flat panel displays estimated to have shipped in 2013 and a more than 40-times increase in 4K TV shipments year over year according to NPD DisplaySearch, a new era of Ultra High Definition content has arrived. Home cinema and gaming technology is rapidly evolving to deliver the sound and picture quality previously only available in commercial, military and research applications.

As the industry migrates from HD 1080p to Ultra HD 4K displays, HDMI 1.4 to 2.0 connectivity, High-bandwidth Digital Content Protection (HDCP) 1.4 to 2.2, 8Bit Color to True Deep Color, and 30 to 60 frames per second (fps) consumers are faced with multiple interoperability challenges, analogous to those experienced with the transition from SD to HD TV. Moreover, many consumers spend thousands of dollars for the ultimate home theatre experience not realizing that their A/V components are operating at a sub-optimal level failing to deliver high quality video and sound. Using the embedded monitoring interconnect solution based on Spectra7’s Detectiv4K™ ensures that A/V systems are future-proof ready and operating at the highest performance level and with the latest standards. Detectiv4K™ enables consumers to easily navigate the web of changing standards and achieve the full potential of their home entertainment system delivering the most stunning picture quality and lifelike acoustic sound.

By integrating Detectiv4K™, Monster's new Black Platinum® line features unique visual indicators which illuminate only when true Ultra HD 4K content is detected thereby providing the most brilliant picture quality, vibrant color and sharpest resolution. Combined with Monster's Cable for Life® technology guarantee, Spectra7's Detectiv4K™ technology provides consumers the confidence that their home theatre systems are future-proofed for the next-generation of connectivity technology.

"Spectra7 continues to be at the leading edge of the most advanced audio and video signal processing technology enabling Monster to achieve new levels of pristine sound and unprecedented picture quality," said Noel Lee, Monster Cable's founder and "Head Monster". "In another industry first, Monster is thrilled to be partnering with Spectra7 to deliver our latest Black Platinum® line."

Spectra7's Detectiv4K™ technology leverages the company's patented active signal processing algorithms and power harvesting to enable real-time, integrated, in-cable performance monitoring of the quality of content received by the display delivered from any source device including Blu-ray players, cable set-top boxes, satellite receivers, and gaming platforms.

"Our close alliance with Monster has enabled us to provide consumers with an unprecedented level of insight into their home entertainment systems to realize the ultimate Audio/Video experience," said Tony Stelliga, CEO of Spectra7. "The convergence of many new standards makes Detectiv4K™ an ideal technology when coupled with Monster's Cable for Life® technology guarantee."

SPECTRA7 / MONSTER BOOTH INFORMATION

Join us at the Consumer Electronics Show in Las Vegas from January 7 to 10, 2014 in Monster's Booth #9406 at the Las Vegas Convention Centre.

ABOUT MONSTER

Monster was founded more than 30 years ago by Head Monster Noel Lee, a recipient of the prestigious Plus X Award®: Lifetime Achievement Award, as a company dedicated to creating products that enhance the sound quality of music. The company engineered the sound of the acclaimed Beats by Dr. Dre® headphones, and has become the world's leading manufacturer of high-performance, sonically superior headphones, all of which feature the company's Pure Monster Sound™. Monster is also the world's leading manufacturer of advanced connectivity solutions for high-performance home entertainment, audio, home cinema, computer and gaming, as well as a leading innovator in the field of mobile accessories and professional audio. The company also provides high-performance AC power line conditioning and protection products for audio/video systems, as well as energy-saving power products. Monster continues to lead in innovation with over 300 U.S. and international patents and dozens pending, offering more than 4,000 products in over 134 countries worldwide.

ABOUT SPECTRA7 MICROSYSTEMS INC.

Spectra7 Microsystems Inc. is a high performance analog semiconductor company delivering unprecedented speed, resolution and signal fidelity to consumer and wireless infrastructure products. Spectra7's new system-level components address throughput bottlenecks and satisfy the exponential demand for more bandwidth and lower costs in mobile and internet infrastructure equipment, including handsets, tablets, base stations and microwave backhaul systems. Spectra7 is headquartered in Markham, Ontario with development centers in Silicon Valley, Irvine, California and Cork, Ireland. For more information, please visit www.spectra7.com.

Certain information in this news release may constitute forward-looking information. This information is based on current expectations that are subject to significant risks and uncertainties that are difficult to predict. Actual results might differ materially from results suggested in any forward-looking statements. Spectra7 assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward looking-statements unless and until required by securities laws applicable to Spectra7. Additional information identifying risks and uncertainties is contained in Spectra7's filings with the Canadian securities regulators available at www.sedar.com.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

For more information, please contact:

Melissa Chee, Corporate Marketing

t: (647) 472-2468

e: pr@spectra7.com

w: www.spectra7.com