



**2012 North American Personal Protective Equipment
Product Differentiation Excellence Award**



FROST & SULLIVAN



50 Years of Growth, Innovation & Leadership

Product Differentiation Excellence Award Personal Protective Equipment North America, 2012

Frost & Sullivan's Global Research Platform

Frost & Sullivan is in its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The company's research philosophy originates with the CEO's 360-Degree Perspective™, which serves as the foundation of its TEAM Research™ methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2012 North American Product Differentiation Excellence Award in Personal Protective Equipment to Sensear.

Significance of the Product Differentiation Excellence Award

Key Industry Challenges

Across the globe, hearing protection is neglected far too often. In industries with high noise levels, such as Mining, Oil and Gas, Heavy Manufacturing, and Aviation, workers face not only the risk of permanent hearing loss, but also challenges in sustaining adequate levels of speech communication and situational awareness, which are essential to maintaining overall safety. Moreover, productivity is lost because of ineffective communication in high-noise environments.

In most scenarios, a simple (passive) earplug or earmuff that blocks out all noise is ineffective, because while it provides protection from hearing damage, it is blocking out all noise indiscriminately. This poses obvious personal and equipment safety risks due to a lack of situational awareness and encumbered communications capabilities. Along with the above-mentioned safety risks, these factors greatly reduce productivity.

The market is in dire need of a product that can provide hearing protection while still enabling the user to remain fully aware of their surroundings and retain the ability to communicate with co-workers. Frost & Sullivan's market research reveals that any company that address the above challenges will be poised for wide spread adoption and high growth among high noise industries.

Key Benchmarking Criteria for the Product Differentiation Excellence Award

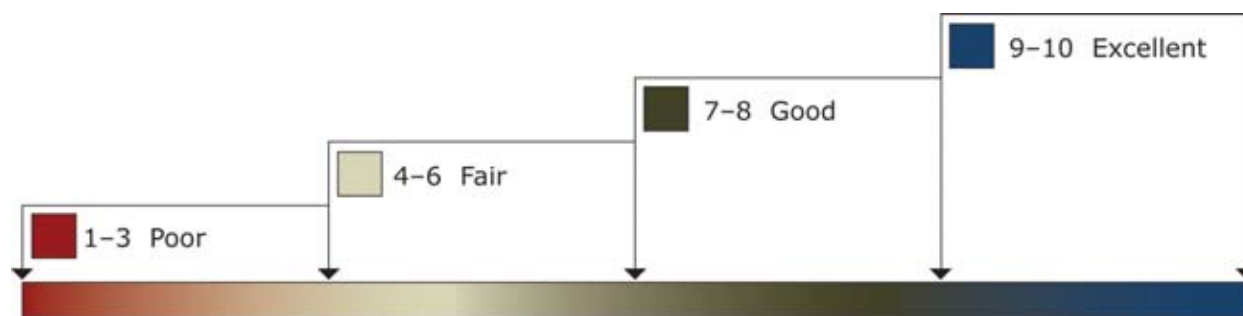
For the Product Differentiation Excellence Award, the following criteria were used to benchmark Sensear's performance against key competitors:

- **Unique Features/Functionality**
- **Quality/Complexity**
- **Customization**
- **Matched to Target Markets Needs**
- **Brand Perception**

Decision Support Matrix and Measurement Criteria

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each Award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. Fundamentally, each DSM is distinct for each market and Award category. The DSM allows our research and consulting teams to objectively analyze each company's performance on each criterion relative to its top competitors and assign performance ratings on that basis. The DSM follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are shown in Chart 1.

Chart 1: Performance-Based Ratings for Decision Support Matrix



This exercise encompasses all criteria, leading to a weighted average ranking of each company. Researchers can then easily identify the company with the highest ranking. As a final step, the research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

Chart 2: Frost & Sullivan’s Process for Identifying Award Recipients



Best Practice Award Analysis for Sensear

The Decision Support Matrix, shown in Chart 3, illustrates the relative importance of each criterion for the Product Differentiation Excellence Award and the ratings for each company under evaluation. To remain unbiased while also protecting the interests of the other organizations reviewed, we have chosen to refer to the other key players as Competitor 1 and Competitor 2.

Chart 3: Decision Support Matrix for Product Differentiation Excellence Award

| <i>Measurement of 1-10 (1 = lowest; 10 = highest)</i> | Award Criteria | | | | | Weighted Rating |
|---|-------------------------------|--------------------|---------------|---------------------------------|------------------|-----------------|
| | Unique Features/Functionality | Quality/Complexity | Customization | Matched to Target Markets Needs | Brand Perception | |
| Relative Weight (%) | 20% | 20% | 20% | 20% | 20% | 100% |
| Sensear | 9 | 10 | 10 | 9 | 9 | 9.4 |
| Competitor 1 | 9 | 10 | 9 | 8 | 8 | 8.8 |
| Competitor 2 | 7 | 8 | 7 | 6 | 7 | 7.0 |

Criterion 1: Unique Features/Functionality

Sensear, a company whose products address 'high-noise communication' within the Personal Protective Equipment market, has been a highly innovative organization since its inception in 2006. The company offers a broad array of cutting-edge devices, such as earplugs and earmuffs, which efficiently cater to the combined requirements for hearing protection and high-noise communication in various industries and application areas.

Sensear's range of earplugs and earmuffs incorporate its patented SENS™ (Speech Enhancement, Noise Suppression) technology, which enables the company to offer highly differentiated products, which cater to a wide range of applications/industries and high noise communication needs. Sensear's products incorporate three attributes that differentiate them from those offered by its competitors in the market. First, it offers "Total Communication," which enables the end-users to communicate with each other in a high-noise environment in a face-to-face format over both short and long distances. This long-distance communication takes place through Bluetooth cell phones and two-way radios. Second, the use of SENS™ technology in its solutions delivers "Hearing Protection" to the end-users by maintaining the sound output at 82dB (in the ear), which is also incorporated in all Sensear products that have received the required Hearing Protection industry certification. Third, Sensear devices offer comprehensive "Situational Awareness," which ensures that the end-user is entirely cognizant of events in the surrounding environment, thus saving him or her from probable accidents. Sensear calls this "360 degrees binaural situational awareness." No other company offers these three attributes in a single product, thus making the company's solutions truly innovative and differentiated in the market. In addition, the customizability of its technology/solutions, depending on the customers' needs, acts as a value-added advantage.

Staying true to its reputation for developing best-in-class products, Sensear unveiled its latest smart plug, the SP2 (to be launched in March 2012), at the A+A event held in Germany in October 2011. The event is a leading trade fair, displaying personal protective and safety-related equipment. The unique aspects found with SP2 are its ability to enable two-way radio and Bluetooth communication in high noise environments without the use of a boom mic. SP2's closest competition does not have these advanced capabilities. A wireless Bluetooth connection to mobile phones ensures total communication for the end-user without having to remove the hearing protection to answer calls. Another differentiating factor for the SP2 is its ability to ensure [in ear] the pickup of any pitch up to 110 dB. Moreover, Sensear's use of its patented SENS™ technology successfully diminishes the destructive noise in the environment, while efficiently ensuring the delivery of high-clarity speech to the end-user in an almost insulated form in high-noise surroundings.

Criterion 2: Quality/Complexity

By leveraging its patented SENS™ technology in its products, Sensear has successfully developed noise protection devices that accentuate speech clarity while diminishing the hazardous noise in the environment. The high quality of these products is manifested in those receiving the ANSI, EN, AS/NZS Hearing Protection industry certificates. Moreover, the recently announced SP2 smart earplug boasts the ability to enable the end-user to record noise in real time, provide alarm warnings when a worker is exposed to dangerous noise levels, store that data for long periods, and download it whenever required. This enables the client companies, in the event of a lawsuit, to pull up a record and check whether a worker was really exposed to dangerous noise levels that could lead to hearing loss. It can also be used as a means to check whether a worker is equipped with the right level of hearing protection and it can evaluate whether the products are being used properly by the worker. This data backup validates the effectiveness of hearing protection and it has the potential to change the industry. Thus, Sensear's products emerge as quality comprehensive noise protection and hearing and communication solutions.

Criterion 3: Customization

One of the key benefits offered by Sensear's solutions and technology is the ability to customize the hearing protection and communication devices according to the specific requirements of its customers. The company can upload and download software into its earplugs and earmuffs as per customer needs. For example, if a client requires the sound output limit to be 80dB instead of 82, Sensear readily addresses such needs through customization. Moreover, in the case of software upgrades, the upgrade can be implemented in existing devices, which curtails the need for buying a new device or product. Furthermore, these upgrades can be implemented in-house or out in the field by Sensear's high noise communication experts.

Criterion 4: Matched to Target Markets Needs

Hazardous noise is an omnipresent phenomenon across industrial sectors, such as Aviation, Building and Construction, Manufacturing, Oil and Gas, and Mining, and it raises the probability of accidents and loss of productivity. In a high-noise environment, around 40 percent of the people lose around 30 minutes per day just trying to communicate with each other. This is termed as the "cost of noise," which occurs due to inefficient communication, leading to loss of productivity and consequent loss of money. Sensear strives to reduce these losses through its products and solutions, while simultaneously aiming to curtail the probability of accidents by enabling more effective communication in a high-noise environment. In this way, it effectively addresses a critical need within its target markets.

Criterion 5: Brand Perception

Since Sensear's inception in 2006, the company has built a reputation as a leading provider of quality 'noise protection solutions', based on its innovative, patented SENS™ technology, within a short period of 5 years. In the process, the company and its products have built a strong brand name in the market, which will be further strengthened through the consequent launch of its SP2 smart earplugs in March 2012. Evidence of its impeccable brand name lies in the fact that the company has already been approached by more than 1,400 prospective clients from across the world through its Website for product trials.

Conclusion

Sensear is a leader in 'high-noise communication' within the North American Personal Protective Equipment market. Its innovative and effective product differentiation is reflected in its range of earplugs and earmuffs, which effectively address the need for hearing protection with clear communication capabilities across a range of industry applications. Its latest SP2 earplug, which is to be launched commercially in March 2012, is a clear example of its continued product differentiation and innovation in hearing protection and high-noise communication. Based on Frost & Sullivan's independent analysis of the North American Personal Protective Equipment market, Sensear is recognized with the 2012 Product Differentiation Excellence Award.

The CEO 360-Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360-Degree Perspective™ model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The CEO 360-Degree Perspective™ is also a "must-have" requirement for the identification and analysis of best-practice performance by industry leaders.

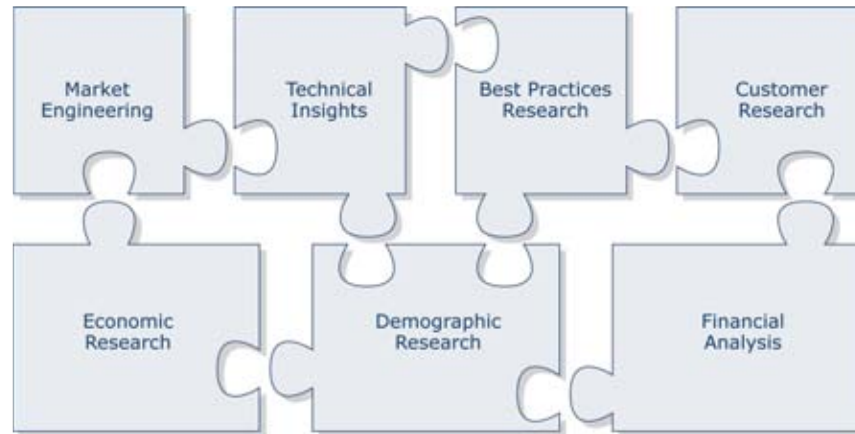
The CEO 360-Degree Perspective™ model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 4 below, the following six-step process outlines how our researchers and consultants embed the CEO 360-Degree Perspective™ into their analyses and recommendations.

Chart 4: CEO's 360-Degree Perspective™ Model



Critical Importance of TEAM Research

Frost & Sullivan’s TEAM Research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Chart 5: Benchmarking Performance with TEAM Research

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.