



**Media Release**

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## **AUSTRALIAN COMMUNICATION TECHNOLOGY MAKES A NOISE AT INTERNATIONAL MINING EXPO**

High noise communication company Sensear received an “overwhelming” response to its range of innovative communication and hearing protection solutions from international mining industry executives and customers at the world’s largest mining trade fair, Expomin 2010, in Santiago Chile last month.

Sensear Chief Marketing Officer David Cannington said the response from the global mining industry was “overwhelming” and that participating in Expomin had enhanced Sensear’s global market presence and would lead to increased opportunities.

“Expomin confirmed Sensear has significant growth opportunities in mining markets like South America, Canada, USA, South Africa and Russia.

Sensear’s award winning technology is based on sophisticated algorithms which isolate and package speech while suppressing background noise to a safe level. Sensear has incorporated the technology into ear plugs and ear muffs which enable face to face, mobile phone and two-way radio communication.

Visitors to the company’s display included Australian Minister for Trade, Simon Crean who received a personal demonstration of how Sensear’s innovative range of smart communications technology isolates and enhances speech while suppressing dangerous background noise so users can communicate clearly and safely in high noise work environments.

Mr Cannington said Mr Crean quickly understood how the system worked and why it was so highly regarded internationally.

Mr Cannington said Latin American mining customers were aware of Australian quality and innovation and wanted more diversity than the offerings from North American or European suppliers.

Mr Crean was in Chile to inaugurate the Australian pavilion at the expo and to help strengthen trade and investment opportunities for Australian companies. Chile is Latin America’s largest and most sophisticated mining industry and is increasingly used as a springboard for Australian businesses looking to expand in other key markets in Latin America, including Brazil, Peru, Colombia, Mexico, and Argentina.

Australia is the fourth largest foreign investor in the Chilean mining sector and an important market for Australian mining equipment, technology and services.



Expomin 2010 attracted more than 45,000 trade visitors and over 800 exhibitors from over 2,500 companies and 35 countries which covered mining products and services. More than 50 Australian companies exhibited at the Australian Pavilion organised by Austrade.

Sensear Chief Marketing Officer David Cannington said, "Sensear was developed to meet the needs of the mining industry and we deliver a comprehensive solution for mine workers who need to communicate clearly and safely in high noise environments.

Sensear Chief Executive Officer Justin Miller said, "Mining is just one of several well defined large global industries Sensear is helping by providing effective solutions to the growing worldwide problem of work related hearing loss and the need to communicate in noisy environments while protecting the hearing of workers."

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**SOUND ADVICE:** Australian Minister for Trade, Simon Crean, (left) hears how Sensear's innovative technology isolates and enhances speech while suppressing harmful background noise so users can talk clearly and safely in high noise environments from Sensear Chief Marketing Officer David Cannington.

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