



hear no evil.

Media Release

19th May 2008

Health award the third this year for Australian hearing technology company

Sensear Pty Ltd has won the Medical and Healthcare category of the 2008 DuPont Innovation Awards.

The biennial Australian and New Zealand awards recognise innovation and advances in industry, science, the environment and agriculture.

Sensear Managing Director Justin Miller said that this was the third award that the Perth-based company had picked up this year.

The company also won the 2008 Best Newcomer Safety in Action Award in Melbourne and the 2008 Western Australian Information Technology and Telecommunications Awards (WAITTA) Innovation category.

“Our product is a world first and it has the potential to dramatically reduce the incidence of Noise Induced Hearing Loss (NIHL) in the workplace.

“These awards recognise that our technology can provide a safer environment for people working in high noise industries” he said.

Sensear has developed an electronic ear plug which allows face to face, mobile phone and two-way radio communication. An ear muff version will be released later this year.

“Previously people working in noisy environments could wear hearing protection but they could not effectively communicate with each other.

“This has been a huge impediment to productivity and safety,” said Mr Miller.

The products use technology based on sophisticated algorithms which suppress industrial and other very loud noise to a safe level but allow speech to remain clear and audible.

Mr Miller said that NIHL was a major health and safety issue in our workplaces particularly for people working in transport, construction, manufacturing and mining industries.

“It takes only two minutes exposure to very loud noise before permanent hearing damage takes place.



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Since the electronic ear plug first became commercially available in March, Sensear has secured sales in Australia, Europe and the US.

For more information please contact:

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About Sensear

Founded in 2006 in Perth, Sensear Pty Ltd also has offices in Melbourne, Sydney and Los Angeles.

Its world first technology is based on sophisticated algorithms which suppress industrial and other very loud noise to a safe level but allow speech to remain clear and audible.

Sensear has incorporated the technology into the world's first electronic ear plug enabling face to face, mobile phone and two-way radio communication. An ear muff version will be available soon.

This has the potential to dramatically reduce the incidence of Noise Induced Hearing Loss (NIHL) in the work place. NIHL is the world's most common and costly workplace illness. It cannot be reversed but it can be prevented. Most commonly caused by industrial noise, NIHL can occur also as a result of exposure to loud noise in pubs, nightclubs, concerts and major events.

Award winning innovation

- Winner Medical and Healthcare category of the 2008 DuPont Innovation Awards.
- Winner 2008 Best Newcomer Safety in Action Award.
- Winner 2008 Western Australian Information Technology and Telecommunications Awards (WAITTA) Innovation category.
- Winner 2007 Australian Information Industry Award Healthcare category
- Winner 2007 Australian Information Industry Award Research and Development Category