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Sensear celebrates 3rd anniversary with global expansion and new offices

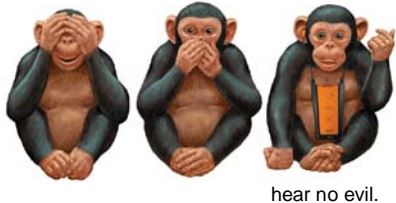
Sensear, an innovative Australian hearing technology company, is celebrating its third anniversary by moving into larger production, warehouse and office facilities in Perth to handle its continued global growth.

Sensear is quickly becoming a great success story for Australian innovation and global commercialization as it expands its staff and locations around the world. The new, larger facilities in Perth are a positive sign of the companies continued growth in Australia and it's on-going global expansion. Sensear now has offices in Melbourne, Sydney, Los Angeles, San Francisco and its headquarters in Perth.

According to Justin Miller, CEO Sensear "We have aggressive growth plans despite the grim economic news enveloping the world economy. When you have a revolutionary innovation that solves a big problem in the market place, customers and distributors actually get excited to engage and purchase your products – we are very encouraged by the markets reaction to our unique product offering with large customers coming on board across the globe"

Sensear has developed the world first SENS technology that simultaneously isolates and enhances speech while suppressing background noise so users can hear speech in high noise environments. Sensear is targeting high noise industrial markets where Noise Induced Hearing Loss is a major safety consideration and cost burden.

Sensear began on April 4th, 2006 when the company was formed to commence the commercialization path of the SENS technology that was developed by the Western Australian Telecommunications Research Institute (WATRI), a joint venture between Curtin University and the University of Western Australia.



At the time Mr Miller was mining for high potential innovations that can be found in the research labs of Australia's leading universities. "I was introduced to the SENS technology at WATRI and although at that point it was only a proof of concept, I was enthusiastic because the technology successfully separated speech from damaging background noise. As such, with the high risk component of the commercialisation (the software) mostly proved, the other risks such as form factor, power consumption, certifications and software enhancements were considered relatively minor."

The path Sensear has travelled since proof of concept is no different from other successful Australia technology companies who have commercialized their products globally. Mr Miller raised growth capital within Australia, including a grant from the Australia Government Commercial Ready program, to fund product development and early stage commercialization.

The product was launched onto the world stage in 2007 and the first products were shipped in May 2008. Since then, Mr Miller has attracted a world class management team both in Australia and USA and is in the process of raising a further round of capital to fund the next stage of growth.

"What Sensear has achieved in only three years, is a demonstration of Australian ingenuity, initiative and team work at its best. We have proved that with the right level of innovation and originality, successful manufacturing in Australia is still achievable. Looking forward, we are investing in larger production and warehouse facilities to service our growing base of customers and distributors in Australia, North America and South America and Europe. Our client base is an impressive list of leading global companies from Qantas and Rio Tinto in Australia to Boeing and General Mills in the US. We even have a few devices now being trialled by NASA."

Sensear has now evolved into one of the most innovative technology companies in the hearing protection industry and has the potential to be another Australian hearing technology success story.



hear no evil.

About Sensear

Founded in 2006 in Perth, Sensear now has offices in Melbourne, Sydney, San Francisco and Los Angeles.

Sensear's world first technology is based on sophisticated algorithms, which isolate, clean and package speech while suppressing background noise to a safe level. Sensear has incorporated the technology into the world's first electronic ear plug and ear muff which enable face to face, mobile phone and two-way radio communication. Sensear has been recognized by the following leading industry organizations as a world class innovator:



iAward Winner 2007 – HealthCare
iAward Winner 2007 – R&D
2008 Safety In Action Best Newcomer to Industry
2008 Dupont Innovation Award Medical & Healthcare
2008 AIDA – Scientific & Healthcare
2008 AIDA – Powerhouse Museum Award

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