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Sensear launches in Brazil

Sensear, an innovative hearing technology company, has launched in Brazil with the announcement of a partnership with one of South America's largest PPE distributors – SP Equipamentos (<http://www.spequipamentos.com.br/>),

The potential of the Brazilian market for Sensear's range of hearing protection and communication devices have been validated during recent trips by Sensear management to meet potential large clients and staff at SP Equipamentos.

"We are encouraged by the very positive reaction our products are receiving in the Brazilian market. We feel we have chosen the right company to partner with in one of the worlds largest markets for safety equipment. SP Equipamentos is a world class company with a great reputation" said David Cannington, Chief Marketing Officer, Sensear.

Sensear products are powered by the patent pending SENS technology that simultaneously isolate and enhance speech whilst suppressing background noise so users can safely and clearly hear speech in high noise environments.

Sensears innovative range of hearing protection and communication devices solves big problems for many of Brazil's largest industrial organizations. Through SP Equipamentos, Sensear is targeting leading companies in the mining, aviation, manufacturing, and resources sectors where Brazil has a world class competitive advantage.

According to Ruben Cyrulnik, Purchasing Manager SP Equipamentos "Sensear's technology is the most innovative hearing protection device we have seen for some time and we are excited to develop the Brazilian market for this range of products."



hear no evil.

About SP Equipamentos de Proteção ao Trabalho

For more than 34 years, SP Equipamentos de Proteção ao Trabalho has been recognized as a top-quality safety manufacturer and distributor. SPE provides the broadest line of personal protective equipment in South America and has a respected history of product innovation that is recognized throughout the industry. SP Equipamentos has been the most awarded and remembered personal protective equipment company in Brazil for 2009 year.

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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