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Media Release

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Australian technology company recognised as one of the world's most promising

The Australian company behind the breakthrough hearing technology device set to revolutionise industrial workplaces has been named one of the world's most promising new companies at Launch: Silicon Valley 2008, held by The Silicon Valley Association of Start-up Entrepreneurs (SVASE) and hosted by Microsoft at their Silicon Valley campus in California.

Hearing technology leader Sensear Pty Ltd was one of 30 international companies, selected from 266 applicants, participating in the event. Launch Silicon Valley 2008 is a high profile international forum held in the USA to assist emerging technology companies profile their newly commercialised products.

Sensear was named the winner of the Life Sciences category and the honour of "Most Likely to Succeed".

"Launch Silicon Valley 2008 provided us with a unique opportunity as an emerging technology company to launch our products to a worldwide audience," he said. "The follow on interest and coverage has been enormous".

Mr Miller said that initiatives such as the US forum would assist Sensear make inroads into the international hearing protection products market which is worth about \$1 billion per annum.

"The event was a smashing success, with well over 300 people attending. We think the audience, comprising venture capitalists, media, angels and corporate executives, had a chance to preview some of the most innovative and compelling start-ups in the marketplace today," said Chris Gill, President and CEO of SVASE. "We look forward to monitoring the future successes of these companies."

Sensear commenced shipping its award winning products in April 2008 and has now sold its revolutionary electronic ear plug to more than 50 companies in Australia, the USA, Europe, China and the UK.

The electronic ear plug, developed by a group of engineers in Perth, minimises dangerous industrial noise but allows face to face, mobile phone and two-way radio communication.

Mr Miller said that the SP1 electronic earplug had the potential to completely revolutionise hearing protection products.

"We feel confident that a product of this calibre could capture a significant slice of the worldwide market" he said.

The product uses 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.



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“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.

He said that the electronic ear plug could dramatically reduce the incidence of Noise Induced Hearing Loss (NIHL) in the workplace.

“NIHL is 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,” he said.

Sensear’s product was recognised as one of Australia’s best new products in the Australian International Design Awards competition announced last month.

An ear muff version will be released later this year.

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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’s products have 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 & Scientific category 2008 Australian International Design Awards.
- Winner 2008 Powerhouse Museum Design Award.
- 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



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About SVASE

Founded in 1995 by entrepreneurs, for entrepreneurs, The Silicon Valley Association of Start-up Entrepreneurs (SVASE) is the largest and fastest growing non-profit in Northern California dedicated exclusively to helping technology and life science entrepreneurs start and grow successful businesses.

SVASE provides support and resources for entrepreneurs, from the idea through initial rounds of funding to product launch, delivered at 12 monthly events and a continually evolving web site. For more information about SVASE, please visit www.svase.org.