



hear no evil.

# Media Release

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## World launch for hearing technology company

Hearing technology leader Sensear Pty Ltd is one of 30 international companies participating in Launch Silicon Valley 2008, a high profile forum held in California to assist emerging technology companies profile their products.

Sensear is the only Australian company invited to participate.

According to Sensear Managing Director Justin Miller, more than 266 companies from around the world applied to be present but only 30 were chosen.

“Launch Silicon Valley 2008 provides a unique opportunity for emerging technology companies to launch their products to a world wide audience,” he said.

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.

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.

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

For more information please contact:

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### About Sensear



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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 & 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