

# Media Release

## Aussie company unveils new generation of hearing device, u.SED™ - now fully subsidised by the Federal Government for some consumers

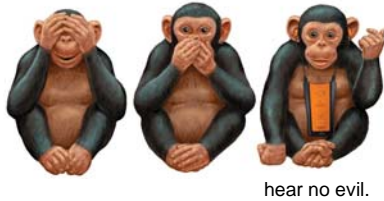
Australian hearing technology innovator Sensear is the brains behind **u.SED™** (“you said”), a new speech enhancement ear plug device that elevates speech while suppressing background noise, allowing people to hear speech more easily in high noise social situations..

Sensear is confident the new speech enhancement device will have a major impact on people’s lives. Most people who suffer from hearing impairment wait up to 6-10 years before they visit an audiologist. During this period they suffer through difficulties with hearing speech in high noise social situations such as restaurants, parties and family gatherings. The **u.SED™** now offers a convenient solution to isolating and elevating speech in these noisy situations and as a result enable hearing loss sufferers to participate in conversations.

**u.SED™** is now available to certain groups of consumers under the Australian Government Hearing Services Program, via accredited audiology service providers.

The **u.SED™** device is a small electronic device that uses the world’s first patent pending **SENS™** (speech enhancing noise suppressing) technology, already employed in some of Australia’s leading industrial mining companies for safe and clear communication in high noise working environments. The flaw with traditional hearing enhancement solutions is that they strive to recognise and cancel noise. The **u.SED™** approaches the challenge differently as it specifically searches for speech, distinguishes it from every other noise and then enhances it while suppressing everything that isn’t speech. This electronic process all takes place in real time.

The arrival of a brand new approach is not before time, since hearing loss is reaching epidemic proportions in Australia; one in six people are currently affected, with predictions of one in four by 2050. Despite major improvements to hearing aids over the last ten years, the cost and stigma relating to age and disability keep people from wearing them; add to that the inconvenience of multiple trips to see an audiologist and sufferers often choose to ‘tough it out’ instead.



Typical indicators of a decline in hearing include:

- Putting excessive effort into hearing someone nearby within a social environment
- Attempting to lip read
- Constantly asking others to repeat themselves
- Your spouse keeps translating conversations to you
- A feeling of being isolated from what is going on around you.
- Nodding in unknown recognition

**u.SED™** offers a practical option for people experiencing these symptoms but who don't want or are not ready for a hearing aid; its major appeal is that it is easy to use by simply placing the earplugs in your ears and adjusting the volume level. The unit slips into your pocket, hangs around your neck or can be concealed in a specially designed belt pouch and be turned on and off as needed.

Justin Miller, CEO, Sensear Pty Ltd, said, *"Hearing loss is a social epidemic; millions of people put up with a feeling of being on the outside within high noise environments like restaurants, parties, conferences or family occasions. Yet something in the region of 85 percent of people with hearing loss don't wear hearing aids for one reason or another."*

*"Even when they do, turning it up in a noisy setting just raises the background noise, which isn't too helpful when you are trying to distinguish what someone is saying. u.SED will give them an easy option to get back to normal immediately and start participating in the all the things they previously enjoyed."*

u.SED is now available through approved service providers; contact [info@hearspeech.com](mailto:info@hearspeech.com) or call 1-300-859-120 for further information. [www.hearspeech.com](http://www.hearspeech.com)

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#### **About Sensear**

Founded in 2006 in Perth, Sensear Pty Ltd 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 now a ear muff which enable face to face, mobile phone and two-way radio communication.

Sensear won the Innovation category winner of the 2008 Western Australian Information Technology and Telecommunications Awards (WAITTA). At the same time, the company



hear no evil.

received a Western Australian Information Technology and Telecommunications Award, two Australian Information Industry Awards and was a finalist in the 2006 WA Inventor of the Year Award.