



FOR IMMEDIATE RELEASE

Sensear Launches New IS Smart Muff at the OSEA Conference in Singapore.

SAN FRANCISCO – December 15, 2010 – Sensear, the world’s leading high noise communication headset manufacturer, recently debuted its market changing Intrinsically Safe (IS) Smart Muff at the Oil & Gas technology trade exhibition OSEA in Singapore, November 30, 2010 – December 3, 2010. The product debut was presented to the global event’s largest number of attendees in its 30-year existence, with record-breaking numbers of over 22,000 industry professionals.

The IS Smart Muff product launch represents a paradigm shift for high noise communication in the Intrinsically Safe category and was very well received by end users and distributors throughout the region. “Sensear is without peer in the market. No other product can provide the complete and practical combination of hearing protection and communication, while maintaining situation awareness,” said Patrick Gallagher, Executive Chairman of distribution partner, Attune Hearing.

The IS Smart Muff is a recent addition to the innovative range of high noise communication devices by Sensear. Sensear’s ground-breaking SENS (speech enhancement, noise suppression) technology enables clear and safe communication in high noise environments. The IS Smart Muff brings this innovative solution to environments where hazardous and potentially combustible materials exist and it is certified to IECEx and ATEX standards.

The OSEA Show was a great success for Sensear’s growth in the Asia-Pac region. According to Darren Dietz, Sensears Sales Director for the region “We had more end users and distributors come to our booth than any other trade show in the region. It was clear that workers in the Oil and Gas industry are looking for a solution like Sensear”

Sensear invited a number of its partners from South Africa, Singapore and Australia to join them at the show and they were impressed by the reaction and future potential for for their respective businesses that the show generated.

Said Patrick Gallagher “The recent addition of Intrinsically Safe capability makes Sensear the clear market leader”. Sensear’s IS Smart Muff is now available for demonstration and purchase.

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About Sensear

Founded in 2006 in Perth, Australia, and with joint headquarters in Perth, and San Francisco, USA, Sensear is a world leader in the development and manufacture of high noise communication headsets. From a global network of sales offices Sensear is selling to end users via distributors, dealers and resellers in the majority of countries around the world. Sensear's patented combination of hardware and software, isolates, cleans and packages speech while suppressing background noise to a safe level. The award winning technology has been incorporated into both ear plug and ear muff headsets that, whilst retaining situational awareness, enable face to face, mobile/cell phone, short range and two way radio communication in the harshest and noisiest of environments.

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