



Media Release

Australian innovation designed to prevent Noise Induced Hearing Loss officially launched during Safe Work Australia Week

Noise Induced Hearing Loss is the world's most common occupational illness and the primary cause of hearing loss which inflicts one out of six Australians. Australian company Sensear is using **Safe Work Australia Week Oct 19-25** to create awareness of the huge problem of NIHL in the workplace – officially launching the newest product in their range of Smart Hearing devices that suppress dangerous noise whilst simultaneously elevating speech. Put simply, Sensear devices allow speech to be heard while protecting users from dangerous background found in industrial environments, noisy restaurants, or the pounding vibes of a nightclub.

The new Sensear Ear Muff uses the patent pending revolutionary SENS® (Speech Enhancing Noise Suppression) technology, a world first technology that minimizes dangerous industrial noise while allowing face to face, mobile phone and two-way radio communication. Already achieving a string of awards in recognition of its innovation and contribution to medical science, Sensear is now being used in Australia by Alcoa, Rio Tinto, Woodside and Qantas.

It's estimated 130 million people in the developed world have some degree of hearing loss. The situation where people struggle the most is when they are in a high noise situation. It is also a social epidemic as people get very depressed with hearing loss and do not want to go out and socialise because they cannot participate in conversations.

“Our benefit is simple. Hear speech in high noise environments,” said Sensear CEO, Justin Miller.

“We've got over 50 clients using or trialing the device around the globe. The most encouraging response is that after the trials most companies are coming back to place bigger orders as users experience the benefit of clear, safe communications in high noise environments.



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According to Australian Hearing, loud noise is the number one preventable cause of hearing loss. Damage due to noise exposure is cumulative. This means the higher the noise level and the longer the exposure, the greater the damage.

Joining Sensear as a 'Hearing Ambassador' is popular 'Home and Away' actor Jon Sivewright (Tony Holden) who suffers from tinnitus following a three-year stint working in the mining industry in W.A.

"I get a constant ringing in my ears when there's not a lot of background noise. It's like listening to a thousand cicadas. I don't hear it when I'm talking to people but when I'm lying down, or when it's quiet, it screams in your ear. Then every now and then it feels like my ears are blocked, but the sound of a vacuum in there. I'm pleased to stand behind Sensear as they work to alleviate the incidence of Noise Induced Hearing Loss in the workplace," said Jon.

In September Sensear exhibited at the world's largest Safety and Health exhibition in Anaheim California. According to Justin Miller, CEO Sensear "The show was a great success for Sensear, overall attendance was down approximately 40% from last year however we increased our sales leads by over 100%. We are very excited about our global potential across a number of industries such as mining, aviation, manufacturing, transport and hospitality."

In conjunction with Safe Work Australia Week, Sensear is holding exclusive media events to raise awareness of Noise Induced Hearing Loss and experience the Sensear product for themselves. These "Hear Speech" events will be held in high noise venues so those attending can really experience the speech enhancement capabilities of the products. "There is no better way to understand the power of the SENS® technology than in the noisiest of environments," explained Miller.

For further information please contact:
Kayleigh Ford 0410 869 362
pr@kayleighford.com.au



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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 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. The company is a finalist in the 2008 Dupont Innovation Awards and the 2008 Australian International Design Awards.

About Noise Induced Hearing Loss

Noise Induced Hearing Loss (NIHL) is the world's most common and costly occupational illness and according to the World Health Organization (WHO) its incidence is on the increase. It cannot be reversed but it can be prevented. NIHL is most commonly caused by industrial noise, but can also be attributed to loud noise in pubs, nightclubs, concerts and major events. In 2006 legislation was passed in the EU to make hearing protection compulsory for any worker exposed to 85dB(A) or above, not just industrial workers.

The technology within Sensear's hearing protection devices has the ability to prevent new cases of NIHL by enabling face-to-face, mobile phone and two-way radio communication in high noise environments without the wearer having to remove hearing protection. This is where traditional forms of hearing protection have failed; they do not allow effective communication. SENS® is the only technology effective in enabling speech communication to be clearly audible above 85 dB(A).