

Frost & Sullivan Recognizes Sensear for Innovative and Effective Product Differentiation in the PPE Market

Sensear products effectively address the need for hearing protection with clear communication capabilities across a range of industry applications

MOUNTAIN VIEW, Calif. — Thursday, March 29, 2012 — Based on its recent analysis of the personal protective equipment (PPE) market, Frost & Sullivan recognizes Sensear with the 2012 North American Frost & Sullivan Award for Product Differentiation Excellence for its “high-noise communication” devices, including earplugs and earmuffs for industrial settings. These products protect hearing while still enabling the user to remain fully aware of their surroundings and retain the ability to communicate with co-workers.

By leveraging its patented SENS™ (Speech Enhancement, Noise Suppression) technology in its products, Sensear has successfully developed noise protection devices that accentuate speech clarity while diminishing the hazardous noise in the environment. The SENS™ technology protects the hearing of end users by maintaining the sound output at 82dB (in the ear). This allows end users to communicate with each other in a high-noise environment in a face-to-face format over both short and long distances. The long-distance communication takes place through Bluetooth cell phones and two-way radios.

“Essentially, Sensear devices offer comprehensive situational awareness, which ensures that the end user is entirely cognizant of events in the surrounding environment, thus saving him or her from probable accidents,” said Frost & Sullivan Research Analyst Anita Pamu. “Sensear calls this ‘360 degree binaural situational awareness,’ and no other company offers these attributes in a single product.”

Another key benefit offered by Sensear’s solutions and technology is the ability to customize the hearing protection and communication devices according to the specific requirements of its customers. The company can upload and download software into its earplugs and earmuffs per customer needs. The high quality of Sensear products is recognized by their ANSI, EN, AS/NZS Hearing Protection industry certificates.

Sensear’s latest smart plug, the SP2, has the potential for the end user to record noise in real time, provide alarm warnings when a worker is exposed to dangerous noise levels, store that data for long periods, and download it whenever required. Other unique aspects found with SP2x are the ability to enable two-way radio and Bluetooth communication in high-noise environments without the use of a boom mic, all in the one device. SP2’s closest competition does not have these advanced capabilities.

A wireless Bluetooth connection to mobile phones ensures total communication for the end user without having to remove the hearing protection to answer calls. Another differentiating factor for the SP2 is its ability to ensure (in ear) voice pickup to 110 dB. Moreover, Sensear’s use of its patented SENS™ technology successfully diminishes the destructive noise in the environment, while efficiently ensuring the delivery of high-clarity speech to the end user in an almost insulated form in high-noise surroundings.

“The company and its products have built a strong brand name in the market, which will be further strengthened through the uptake of the SP2 smart earplugs,” said Pamu. “Evidence of its impeccable brand name lies in the fact that the company has already been approached by more than 1,400 prospective clients from across the world through its website for product trials.”

Based on these factors, Frost & Sullivan is proud to present Sensear with the 2012 Product Differentiation Excellence Award in the North American PPE market. Each year, Frost & Sullivan presents this award to the company that has developed a product with unique features/ functionality as well as high quality for customers with complex needs. The award lauds the

degree of the product's customization and the fit for evolving market trends, which ultimately results in a strong brand perception.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

About Sensear

Sensear is a world leader in the development and manufacture of high noise communication headsets. With the effective use of innovative high noise communication technology, Sensear is reducing the cost of noise to many of the world's leading industrial companies. Sensear's award winning and revolutionary SENS™ (Speech Enhancement, Noise Suppression) technology separates speech from harmful background noise so workers can hear speech, protect their hearing and remain aware of their surroundings in high noise environments. Sensear's products are distributed through a global network of leading Safety, Two-way Radio distributors and Hearing Specialists. Please visit www.sensear.com.

Contact:

David Cannington – CMO
P: 415-4974754
E: david.cannington@sensear.com

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Contact:

Mireya Espinoza
P: 210. 247.3870
F: 210.348.1003
E: mireya.espinoza@frost.com