



Premier and Minister for State Development

MEDIA STATEMENT

Attention: News Editor/Chief of Staff

DATE: 14/08/06

A Crawley based company has invented a product with the potential to protect hearing in high noise environments like never before.

Sensear is an innovative combination of hardware and software designed to allow communication in environments with excessive noise and prevent Noise Induced Hearing Loss.

Sensear has won a place among seven finalists for the inaugural Western Australian Inventor of the Year Award.

Managing Director Justin Miller said there were many work and social situations where high noise levels were inescapable yet people often need to communicate, so they forego the use of hearing protection.

“Our product allows for clear and safe communication above 85 decibels - the level mandated by most governments and industry around the world for compulsory wearing of hearing protection,” Mr Miller said.

“High-noise environments above 85 decibels cause hearing loss, reduce productivity, decrease safety and erode job satisfaction, Sensear allows people to work or socialise in places of excessive noise safely.

“No hearing protection product on the market today allows for clear and safe communication above 85 decibels.

“There are products that suppress noise (to protect hearing) and there are products that enhance speech or hearing, Sensear is the only product that addresses both needs simultaneously.

Congratulating Sensear today, Premier Alan Carpenter said Sensear’s cutting-edge technology addressed a real and identifiable global need and had worldwide market potential.

“Their technology utilises Microphone Arrays in conjunction with advanced algorithms which remove high levels of toxic sound whilst enabling speech to be heard,” the Premier said.

“Excessive noise levels are common in industries from construction, mining and manufacturing to pubs, clubs and entertainment venues.

The Inventor of the Year program is administered by the Department of Industry and Resources through its Innovation Centre at Technology Park, Bentley.

There will be more than \$250,000 in total prize winnings to help entrants take their innovation to the next stage.

"Award winners will receive significant financial assistance and in-kind support such as access to professional services and resources appropriate to their stage of development and commercialisation," Mr Carpenter said.

"The seven finalists have each received more than \$8000 in in-kind support.

"Prizes for the industry and research category winners are valued at close to \$40,000 each and up to \$24,300 for runners-up.

"The overall WA Inventor of the Year will receive prizes valued at more than \$100,000.

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