

MEDIA RELEASE

1 September 2017

SenSen Wins National AIIA Technology Innovation Merit iAward

MELBOURNE, AUSTRALIA: SenSen Networks (“SenSen” or “the Company”) is pleased to announce that it has won a National Merit iAward from the Australian Information Industry Association (“AIIA”), for its SenSIGN – Automated Asset Mapping Solution product, in the Public Sector & Government category.

SenSIGN (www.sensennetworks.com/sensign) is the world's first fully automated solution to perform sign audits in a cost-effective manner helping city councils create, update and maintain a database of traffic signs, parking signs and line markings. SenSIGN records the GPS coordinates of all signs including street names, tourist hotspots, directional signs, pointers to major public facilities, carpark directional signs and all other non-standard traffic signs. Often overlooked, these signs are part of the intellectual property assets of local councils. They are vital for maintaining law and order, transport productivity and equitable access for people using public infrastructure.

Commenting on the AIIA iAward, SenSen CEO, Subhash Challa said, *“I am extremely proud of the SenSen team in winning this prestigious AIIA award for our leading-edge SenSIGN product. With a strong record of SenSen delivering intelligent transportation solutions including civic compliance, parking management, and speed and toll enforcement to our global clients, this award provides outstanding verification for our service offering as we aggressively further expand our international footprint.”*

“In just a few short months this product, which was fully designed and developed in Australia, has caught the attention of local government authorities worldwide looking to improve the efficiency and longevity of public-sector assets,” he concluded.



Pictured above: SenSen's Prashan Gunawardhana (Project and Pre-Sales Manager) and Mandar Sovani (Senior Member - Technical Staff) accepting the award at the iAwards Gala dinner

The Australian Information Industry Association (AIIA) is Australia's peak representative body and advocacy group for those in the digital ecosystem. Since 1978 the AIIA has

pursued activities to stimulate and grow the digital ecosystem, to create a favourable business environment for its members, and to contribute to Australia's economic prosperity. The key goal of the iAwards is to discover, recognise and reward technology innovations that have the potential to, or are already having a positive impact on, the community – at home, in the office and on a global scale.

SenSen is currently progressing through a backdoor ASX listing process with Orpheus Energy Limited. The Company is expected to be listed on the ASX in October, and the capital that is being raised as part of the IPO will largely be used to aggressively grow SenSen's international customer and revenue base.

About SenSen www.sensennetworks.com/about.html

SenSen is focused principally on the development, commercialisation and supply of innovative, data-driven business process enhancement solutions, designed to assist customers in their business operations and significantly improve business efficiency and productivity.

SenSen provides video analytics and artificial intelligence data analytics software solutions, namely the SenSen Technology (as described below). SenSen has customers in the intelligent transportation systems and gaming sectors located in Australia, Canada, Europe, India, Singapore and UAE.

SenSen Intelligent Transport Systems (ITS) www.sensennetworks.com/ITS.html

SenSen is 'Making Transportation Smarter' and is a world leader in providing a wide range of video detection and data analytics solutions, automatic number plate recognition (ANPR), services and software to enable accurate licence plate capture and detection, licence plate reading, data collection and management within the complete traffic (ITS) environment.

SenSen builds customised solutions in-house to satisfy most mobile, fixed parking and compliance, speed enforcement and traffic analytics requirements for governments, councils and private enterprises.

The SenSen product range includes:

- SenFORCE MOBILE: parking compliance through video detection, fusion of GPS and passive triangulation, and high-accuracy ANPR
- SenFORCE: fixed parking enforcement system through video detection
- SenSPEED: fixed speed, and fixed and portable point-to-point (P2P) average speed detection and enforcement
- SenSIGN: Automatically detect & classify traffic, parking, street signs and other information signs and lines on streets along with their GPS coordinates
- SenPOD: video-based parking occupancy detection and reporting
- SenPARK: vehicle parking access control for gateless entry and exit

For further information, please contact Subhash Challa on 0409 082 952 or Peter Wells on 0438 283 832.

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