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**21 March 2018**

## **SenSen Launches in US with Silicon Harlem Teaming Agreement**

### **HIGHLIGHTS**

- *SenSen establishes a presence in New York City in partnership with Silicon Harlem*
- *Initial collaboration is the proposed Smart Corridor development at 116<sup>th</sup> St, New York City, utilising SenSen's SenSIGN Solution*
- *Subsequent opportunities for collaboration in other New York City boroughs and other US States*

Leading smart city solution provider SenSen Networks Limited (ASX: SNS, "SenSen" or "the Company") is pleased to announce that it has today executed a Teaming Agreement with Silicon Harlem, LLC ("Silicon Harlem").

The agreement will see SenSen and Silicon Harlem jointly investigate potential business opportunities associated with Advanced Technology Corridors in Harlem in New York City ("NYC") and develop technology solutions to undertake trials for commercialisation and deployment.

Silicon Harlem (<http://www.siliconharlem.net/>) is working on a series of projects in NYC to ensure the technology infrastructure in Harlem is state of the art and can support high speed (gigabit) broadband, 5G and other advanced wireless technologies to facilitate connection to the Internet of Things ("IoT"). The objective of these projects, collectively known as 'Advanced Technology Corridors in Harlem', is to ensure that Harlem serves as a model for other urban centres which will be platformed on the high-speed broadband backbone and offer similar services.

The first project for collaboration between SenSen and Silicon Harlem is the proposed Smart Corridor development at 116<sup>th</sup> Street, where SenSen will conduct a trial using its SenSIGN solution to provide a digital asset register of the Corridor for NYC.

SenSen's SenSIGN product will provide the Borough of Manhattan with an up-to-date database of all street, traffic and parking signs, as well as other city assets numbering in the thousands, collected by a roving patrol car in a fraction of the time it would take officers on foot. Once the assets have been identified, they can be regularly checked for visibility and legibility, and protected from theft and vandalism.

The Teaming Agreement envisages SenSen and Silicon Harlem jointly pursuing follow-on opportunities in other New York City boroughs including Brooklyn, Queens, the Bronx and potentially in other States in the US.

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Commenting on the partnership with Silicon Harlem, SenSen's CEO Subhash Challa said:

*"Silicon Harlem is a leader in fostering technology to uplift communities and SenSen is equally passionate about delivering cost-effective solutions for city councils to better service their citizens. We look forward to working with Silicon Harlem to successfully deliver on the Smart City Corridor project at 116<sup>th</sup> Street, and beyond."*

Silicon Harlem CEO, Clayton Banks, said:

*"I am very excited about our partnership with SenSen Networks. Silicon Harlem's mission is to provide leadership in sustainable, technology-led, economic development for emerging urban communities. When we met recently in New York, we were encouraged and impressed by SenSen's business scope and operational philosophy. It is a view similar to ours, which is to solve citizens' and cities' operational problems using technology. We clearly see the possibility to provide meaningful solutions through joint collaboration."*

Mr Banks is also a Member of the NYCx Technology Leadership Advisory Council – a program in the NYC Mayor's Office of the Chief Technology Officer.

NYCx (<http://nyc.gov/nycx>) is the world's first municipal program to transform urban spaces into hubs for tech collaboration, research, testing and development. New York City's diverse population, economy and landscape offer a unique opportunity for technology companies to develop tools that improve the world.

SenSen notes the potential for the Company to support the City's expectation that the program will deliver new technologies that help address pressing issues, including climate change and transportation access, while increasing jobs and supporting a growing tech economy.

SenSen and Silicon Harlem are both presenting at the 2018 Cities 4.0 Summit held in Melbourne, Australia from 20-22 March. The Summit brings together more than 100 cities and their respective leaders to prospect and partner with innovative technology and service providers linking progressive cities with state-of-the-art solutions and best practices across four main areas: Resilience, Energy and Sustainability, Transport and Mobility, and the Built Environment and Design.

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# ASX Release



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## About SenSen Networks Limited

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 to customers in the intelligent transportation systems and gaming sectors located in Australia, Canada, Singapore, Europe, India, and UAE.

## Disclaimer – Forward-looking statements

This release may contain forward-looking statements. These statements are based upon management's current expectations, estimates, projections and beliefs in regards to future events in respect to SenSen's business and the industry in which it operates. These forward-looking statements are provided as a general guide and should not be relied upon as an indication or guarantee of future performance. The bases for these statements are subjected to risk and uncertainties that might be out of control of SenSen Networks Limited and may cause actual results to differ from the release. SenSen Networks Limited takes no responsibility to make changes to these statements to reflect change of events or circumstances after the release.