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## AI on a Smart Phone: Gemineye Market Penetration Accelerating

### HIGHLIGHTS

- *SenSen wins its first North American customer for smart phone AI platform Gemineye, via the Company's sales partner, ParkPlus, based out of Calgary, Canada.*
- *Further expected sales are in the pipeline via global distribution and partner networks on the back of several successful proof-of-concept (POC) trials confirming the high accuracy, flexibility and ease of use of the Gemineye solutions.*
- *Gemineye's market penetration is accelerating across Australia, New Zealand, Thailand, Singapore, UAE, Europe, Canada and USA, with the Company having released multiple Gemineye solutions targeting different end user markets since launch in March 2019.*
- *Several highly regarded international partner companies in the parking industry have completed integration of Gemineye with their own solutions for value-added deployment opportunities to their existing customers.*

SenSen Networks Limited (ASX: SNS, "SenSen" or "the Company") is pleased to provide the following update on recent developments in its Smart Cities business vertical, with major business development and roll-out activities of the Company's Gemineye solution.

SenSen has received its first international commercial order for Gemineye units for a traffic survey application in parking lots in the City of Calgary, Canada, through SenSen's Canadian distribution partner ParkPlus ([www.calgaryparking.com/parkplus](http://www.calgaryparking.com/parkplus)). The order comprises an initial 10 units of Gemineye Kerbside to conduct traffic surveys at the entry/exits of a carpark. This Gemineye solution allows for the potential to update software "on the fly", completely remotely, making it an enforcement solution with additional potential revenues for SenSen, from the same deployed hardware kits.

Moe Houssaini, Vice President Operations at ParkPlus, said:

*"We were impressed with the accuracy and simplicity of the solution in various tests and customer demonstrations we have conducted. The ability to perform rapid deployment and modify the application use case on the fly, and remotely, was the key driver behind our*

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*decision to replace inground loop-based solutions for traffic surveys with Gemineye.”*

SenSen's Gemineye solution was first launched in March 2019 in Chicago, USA, at the IPMI Conference and the Cities 4.0 Conference in Melbourne. It was subsequently shown at the IPI conference in Anaheim, California, USA in June 2019, and at various Smart City, Traffic and Transport-related conferences in Australia over the last six months.

SenSen has offered Gemineye handheld app and kerbside units to several end users and leading system integrators for free proof-of-concept (POC) trials around the world for feedback and further customisation to be ready to serve global customers. Following these multiple POC trials and ongoing strategic product development, the commercial use cases for Gemineye have been greatly enhanced and broadened, and now include:

- Parking enforcement applications for pay-by-phone, pay-by-plate, permits and compliance with time-limited parking restrictions;
- Illegal dumping detection and enforcement;
- Illegal parking detection for no-stopping, clearways, bus zone and other restrictions;
- Parking guidance solution for drivers to find vacant parking bays on open surface lots;
- Traffic surveys;
- Time-lapse imaging for construction sites and roadworks;
- Police applications to support anti-terrorist and anti-social activities; and
- Rapidly deployable smart outdoor surveillance systems.

SenSen is now seeing a rapid rise in demand for Gemineye from global customers via a range of distributors and resellers, established over the last six months.

The following distributors and resellers have tested and integrated Gemineye with their own solutions and are now actively investing in marketing the combined products, targeting their extensive customer bases for delivering unique, value-added and highly differentiating solutions.

#### *Australia and New Zealand*

- Smarter City Solutions (SCS)

SCS ([www.smartercity.com.au/](http://www.smartercity.com.au/)) is a leading provider of integrated solutions for parking authorities typically connecting with legacy licence plate recognition (LPR) technology in Australia. SenSen and SCS have worked together on an API-style integration to have vehicle plates in a parking zone checked for payment/right to park.

- ITS Global

ITS Global ([www.nz.its.armaguardgroup.com/](http://www.nz.its.armaguardgroup.com/)) is a leader in parking pay machines and specialises in 'Pay-By-Plate', having deployed the world's largest fleet of pay by

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plate machines operating in Brisbane City Council. It has a significant footprint spanning Australia, New Zealand, USA and several European countries. The company has incorporated Gemineye functionality into its own app that it provides to city officers for checking licence plates on foot.

- Entwined

Entwined ([www.entwined.com.au/](http://www.entwined.com.au/)) is an Optus Partner developing customised communications solutions for commercial as well as state and local government clients. Entwined has been incorporating Gemineye in its work with local councils in southeast Queensland to detect and alert officers about anti-social activities, including graffiti on public properties and burnouts.

### *International Channels*

- EVF ([evfthailand.com/](http://evfthailand.com/)) has been working with SenSen in Thailand on trials of Gemineye solutions for road safety and policing applications.
- KTC ([ktcco.net/tec/](http://ktcco.net/tec/)), a UAE-based parking automation and intelligent traffic specialist, has been working with SenSen on a range of government tenders and potential commercial parking opportunities in the UAE region for over 12 months. Gemineye has been successfully trialled by KTC's customers in the UAE region to automate paid and permit parking enforcement applications.
- Autodata ([www.autodata-as.no/](http://www.autodata-as.no/)), a long standing partner of SenSen, which currently supports SenSen's customer in Trondheim, Norway, for traditional SenFORCE roof-mounted PODs, has tested Gemineye with positive results and is seeing near-term commercial opportunities for sales in Norway.
- MAV Systems ([www.anprcameras.com/](http://www.anprcameras.com/)) is a supplier of high-end, specialist automatic LPR cameras and has been working with SenSen for nearly a decade. MAV is a leader in specialist automatic number-plate recognition (ANPR) cameras, delivering solutions that provide the highest-quality images and reliability in harsh environmental conditions. With Gemineye, MAV can expand its offering to suit a wider range of customers who come to MAV with varying application use cases and budgets. MAV has completed POC trials in the UK and confirmed a high level of accuracy and simplicity of the solution. MAV is promoting the product to a select group of customers in the UK and Europe.

In addition to the POCs and trials by customers of the Company's channel partners, there are several end users who are directly interacting with SenSen and have completed successful trials of the Gemineye solution in the past six months. The Company will regularly update shareholders on its progress in converting the global pipeline of opportunities into paid deployments of Gemineye.

# ASX Release



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**For further information, please contact:**

David Smith, Executive Director and Company Secretary  
Email: [info@sensennetworks.com](mailto:info@sensennetworks.com)

Tim Dohrmann, Investor and Media Relations  
Email: [tim@nwrcommunications.com.au](mailto:tim@nwrcommunications.com.au)

**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, 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.