

15 October 2019

SenSen Receives First International Order for new AI Filtering Solution

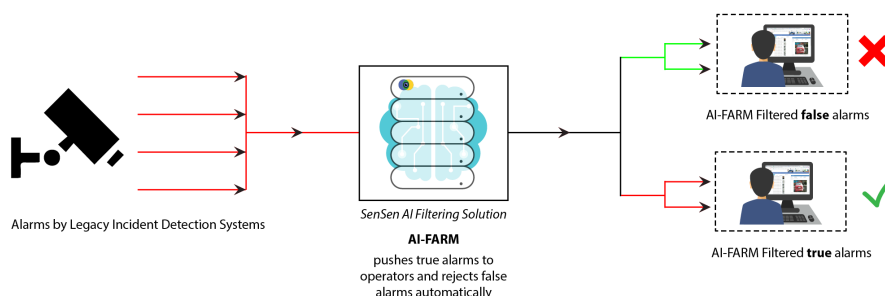
HIGHLIGHTS

- *SenSen to provide its AI-FARM - Artificial Intelligence (AI) filtering software - to reduce false alarms from incident detection cameras on highways in Singapore*
- *First commercial international order will generate up-front and annual recurring software licence revenue for SenSen*
- *Flexible and multi-use AI-FARM software solution is expected to generate additional revenue stream*

Leading smart cities solution provider SenSen Networks Limited (ASX: SNS, “SenSen” or “the Company”) is pleased to advise that it has received its first international commercial order to supply its AI-FARM – Artificial Intelligence-based False Alarm Reduction and Management – software solution to a global technology, defence and engineering group based in Singapore. SenSen’s AI-FARM solution will reduce false alarms from incident detection cameras used to monitor traffic incidents, including stopped vehicles on highways and motorways, in Singapore.

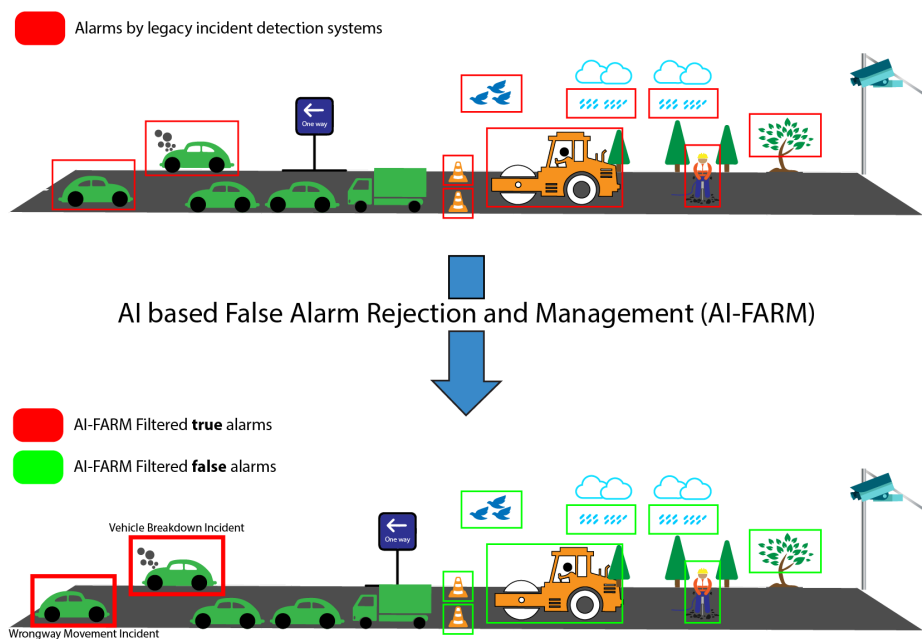
In its recently published Annual Report, SenSen announced the development of three new products targeting smart city customers: AI-FARM, the Gemineye AI app on a smartphone, and an Automated Privacy Masking solution.

SenSen recently completed successful Proof of Concept trials (POCs) of AI-FARM for a number of international customers. AI-FARM is an artificial intelligence-based software solution that can be applied wherever video analytic systems generate an overwhelming number of false alarms. AI-FARM reduces and manages the false alarms efficiently, thereby reducing the human workload of responding to false triggers.



Brisbane City Council was SenSen's first domestic customer to utilise AI-FARM solution's capabilities to automatically filter many thousands of false image captures made by its fleet of illegal dumping incident detection cameras on a daily basis and help officers to focus on images that matter reducing their review from days to just a few hours.

Similarly, a large number of false alarms are generated by incident detection cameras used to detect road traffic incidents on highways and motorways. AI-FARM software automatically rejects false incident reports after appropriate training of true and false alarms is undertaken.



Having successfully completed a POC in Singapore, SenSen will implement the AI-FARM solution in that market to reduce false alarms from highway incident detection cameras used to monitor and alert on traffic incidents from January 2020.

Commenting on this important milestone, SenSen CEO, Subhash Challa said:

"We are very pleased to help our customers lead by delivering AI-powered functions that yield productivity gains and efficiencies so they can provide new or better services at lower cost. Increasingly for organisations, the ever-growing efficiency and accuracy of AI makes overwhelming business sense."

"False alarms from incident detection camera systems are a major concern and cost issue for all road authorities around the world. SenSen will increase marketing of the new AI-FARM product line to road authorities and city councils globally to accelerate adoption of this technology by forward-thinking customers."

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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.