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SenSen announces first customer for new *Environment Mapping Technology*

HIGHLIGHTS

- *Environment Mapping Technology (EMT) solves the 'Urban Canyoning' problem of large cities in which GPS signals falter in the presence of high-rise buildings*
- *SenSen announces Brisbane City Council as first customer using EMT to accurately determine GPS positions of vehicles in built up areas such as cities*
- *The City of Chicago is successfully trialling the technology and has plans to roll it out into production in calendar 2022*

Leading Sensor AI solutions provider SenSen Networks Limited (ASX:SNS, "SenSen" or "the Company") today announces Brisbane City Council (BCC) as the first customer to sign up for its new Environment Mapping Technology (EMT) which allows users to accurately determine GPS positions of vehicles in built up areas such as cities.

In the past, cities like Brisbane were unable to use SenSen's mobile enforcement vehicles (SenFORCE) in all parts of the city due to problems with GPS stemming from urban canyoning. Working together, SenSen and Brisbane City Council were able to implement an AI-based solution to urban canyoning and successfully deploy seven SenFORCE vehicles equipped with EMT in the Brisbane CBD.



Urban Canyoning and SenSen's Mobile Enforcement Solution

The core of the patent-pending solution from SenSen, named Environment Mapping Technology, enables vehicles to "see" a streetscape and know their location by comparing their proximity to landmarks and an AI model of the CBD. The solution is modelled on how the human brain navigates the world by visually surveying the surrounding areas for familiar items that provide context to understand location.

This unique technology has been developed by SenSen over the past two years at a cost of around \$1 million including the lodgment of an international patent. It has led to SenSen and Brisbane City Council winning the 2021 National Parking Awards "Excellence in Technology

SenSen Networks Limited ACN 121 257 412 www.sensen.ai +61 (0)3 9417 5368

Melbourne: Level 1, 9 Harper Street, Abbotsford VIC 3067

Sydney: 3 Spring Street, Sydney NSW 2000

Las Vegas: Office #8, International Innovation Center, 300 South 4th St, Suite 180, Las Vegas NV 89101

and Innovation – On Street" Award which will help market the SenFORCE solution to other cities around the world. Currently, the City of Chicago is trialing the technology and has plans to roll it out into production in calendar 2022.

For SenSen CEO Subhash Challa, the triumph of Environment Mapping Technology comes on the back of a life-long commitment to Sensor AI, data fusion and improving life in urban areas.

“At SenSen, we haven’t stopped innovating throughout the pandemic and our IP Vault now has more than 80 entries making up 14 different patent families,” Dr Challa said. “Each of our ‘patent families’ corresponds to a set of related registered patents or pending patent applications. These have been filed in the most important jurisdictions where we believe an invention built around a patent family will be commercialised.

“These patents provide SenSen with a competitive advantage and leverage when penetrating new markets with innovative products, or in entering into licensing and cross-licensing negotiations with commercial partners. SenSen will continue to pursue patent protection in key markets as we undertake significant R&D activities. We are assisted in protecting our Patent Portfolio by leading Australia IP firm, FB Rice.”

This release is approved by the Chairman of SenSen.

For further information, please contact:

Investor contacts:

Citadel-MAGNUS

Vanessa Beresford

vberesford@citadelmagnus.com

SenSen Networks

David Smith

Executive Director and Company Secretary

Email: info@sensennetworks.com

Media contacts:

Citadel-MAGNUS

James Strong

jstrong@citadelmagnus.com

Helen McCombie

hmccombie@citadelmagnus.com

About SenSen Networks Limited

SenSen Networks Limited (ASX:SNS; OTCQB:SNNSF) is a leading Sensor AI Data enterprise working with people, places and data to solve problems once thought technically impossible. The company's patented network approach enables SenSen to offer customised, real-time and batch processing of data alongside SaaS solutions.

The Company's technology fuses complex video and sensor datasets at high speeds across multiple networks to assess and inform strategic actions to its customers across its enterprise verticals: Smart Cities, Casinos, Retail, Smart Surveillance and Emerging Tech. SenSen has clients on four continents and can be found in Australia, New Zealand, Singapore, USA, Canada, India and UAE.

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