ASX Release

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SenSen Launches World-First Smart City Smart Phone App Gemin**eye**

HIGHLIGHTS

- *SenSen launches the world's first AI-powered smartphone app, Gemineye, which offers access to affordable and highly accurate process automation services for smart cities*

- *Gemineye will initially target two core smart city services – parking enforcement and real-time illegal dumping detection*

- *This new solution is a game changer for governments, cities and councils, offering an unprecedentedly cost-effective solution for smart city management and significantly broadening SenSen's global addressable market*

Leading Artificial Intelligence solutions provider SenSen Networks Limited **(ASX: SNS, "SenSen" or "the Company")** is pleased to announce the launch of the world's first AI-powered smartphone app Gemin**eye**, which offers governments, councils and cities worldwide an affordable, highly accurate, cloud-based smart city platform in the palm of their hands.

Gemin**eye** is designed to power the future of smart cities by making operations related to civic compliance, asset management, traffic data collection and analysis, security and surveillance more affordable, accessible and versatile. The app does so by utilising its proprietary AI-powered process automation software, which can pull information from video and sensors within the smartphone to turn labour-intensive smart city operations into automated processes.

By making this cutting-edge technology available through a smartphone app, SenSen is helping governments and councils significantly reduce their capital expenditure and the costs of maintaining expensive smart city infrastructure. Gemin**eye** also offers scope to reduce labour costs as its AI technology can notify authorities when a certain operator-defined situation arises, rather than having to review reams of footage manually to identify incidents of interest.

SenSen has developed a brief video showing how Gemineye takes existing smart city technologies and packs them into an AI-powered smartphone app, turning labour-intensive tasks into affordable smart city solutions. The video is available to view at www.sensennetworks.com/Gemineye

Subhash Challa, CEO at SenSen Networks, believes this new solution is a game changer for governments, cities and councils, offering an unprecedentedly cost-effective solution for smart city management.

Dr Challa said:

"Cities worldwide provide their citizens with a variety of civic services, including fair parking and guidance solutions, as well as ensuring they are safe and clean to live in. Technology is greatly enhancing the civic services cities can provide, but the cost of today's specialist equipment and technology is prohibitively expensive for most cities in the world.

"We wanted to change that and make these solutions affordable, accessible and reliable to every city all over the globe. Gemineye does that. This breakthrough technology lets us deliver a higher level of intelligence and services compared to existing high-cost infrastructure intensive solutions at a much lower cost. This will enable us to usher in a new era of smart cities worldwide by helping our customers to make roads safer, cities smarter and businesses more productive."

Parking enforcement and illegal dumping the first services to launch

Gemin**eye** will launch initially with two core services - parking enforcement and real-time illegal dumping detection.

The way the app works is simple. Councils or government operators select the service they require through the Gemin**eye** smartphone app. The smartphone will then begin to analyse feeds from its sensors and cameras in real-time, utilising SenSen's proprietary AI-powered software. It will then send only the activities and evidence of interest to SenBOS, SenSen's cloud-based and web-hosted back office platform, for organisations to verify and take actions in real time, saving a significant amount of time and resources required to analyse activity.

Target Market: Illegal Dumping

This simplicity will help councils to rapidly deploy a self-powered, AI-driven, video analytics platform to address their most pressing challenges, including illegal dumping - a problem costing Australian councils upwards of $80 million every year, based on the data available to environmental protection authorities from the incidents that have been reported.

Current approaches use a combination of wildlife photography devices and CCTV cameras to capture activity on illegal dumping. This is expensive, not real time, immobile and requires significant manual effort to go through all motion activated imagery to identify people and vehicles of interest.

Gemin**eye** changes all that. Not only does the app allow notification of councils in real-time when someone is conducting illegal activity, but it also captures all the information they require to properly enforce compliance with local laws, as well as being highly portable.

One of the world's largest and smartest city councils has deployed the beta version of Gemin**eye** for illegal dumping activity detection with outstanding results. SenSen has been able to demonstrate how Gemin**eye** reduces the time and effort required to tackle illegal dumping activity monitoring compared to current methods used by councils around the world.

Target Market: Parking Enforcement

Gemin**eye** will also initially launch with a solution for efficient parking enforcement. This currently represents a significant cost for municipalities and parking authorities throughout the world. The prevailing solutions require expensive specialist equipment, such as number plate recognition cameras, processing servers and communication equipment and demand a significant amount of time and resources to manage enforcement operations. Not only is this technology expensive, most often it does not meet the accuracy and safety requirements of the customers.

With SenSen's newly-launched solution, users will simply mount their smartphone on their motorbike or the dashboard of their vehicle, or in their hand while walking, and Gemin**eye**'s AI-powered software will recognise vehicles parked and whether or not they are compliant to payment and permit restrictions.

Furthermore, Gemin**eye**'s open APIs make it easy to integrate with customers' third-party software platforms to deliver end-to-end smart city solutions. This empowers SenSen to connect all of the disparate data collection points to create a holistic, automated parking management solution.

SenSen is currently working with key parking solution providers to deliver an integrated, digital parking management solution for smart cities.

Scope for scalable growth

SenSen will continue to develop new solutions for the Gemin**eye** platform.

Dr Challa said:

*"The power of Gemin**eye** is enormous for the future. You could have every retailer in the world using the app to track their stores or foot traffic within them. You could have manufacturers using it to advise on new efficiencies. Mining and construction could also use it for health and safety. Warehouses could use it for inventory tracking and management. There are different applications for Gemin**eye** every city, industry and business in the world.*

"We believe this is going to open up and deliver many new functions beyond the two services available today, and significantly broaden SenSen's global addressable market. We cannot wait to deliver further enhancements to our customers and give them smart AI-powered analytics in the palm of their hand."

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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.

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