

**2008 North American Automotive Safety
Industry Innovation & Advancement of the Year Award**

Sense Technologies, Inc.

Sense Technologies, Inc. has developed a product that cost-effectively addresses a major problem – children being injured and killed by vehicles backing up. This happens with disturbing frequency because of the blind zones that all vehicles have – larger vehicles in particular. Kidsandcars.org claims that two children are killed each week in the United States in backing-up accidents, and that 48 others are treated in emergency rooms weekly. Most such incidents are driveway accidents in which, tragically, a parent or other close relative of the child is the driver. Victims tend to be under four years old.

To date, ultrasonic, radar, and camera-based systems have been developed to counter this problem. The former provide audible warnings to drivers, the latter provide a behind-the-vehicle view on a dashboard screen (possibly using the navigation system screen). These are fairly expensive high-tech solutions that cover the area directly behind the vehicle.

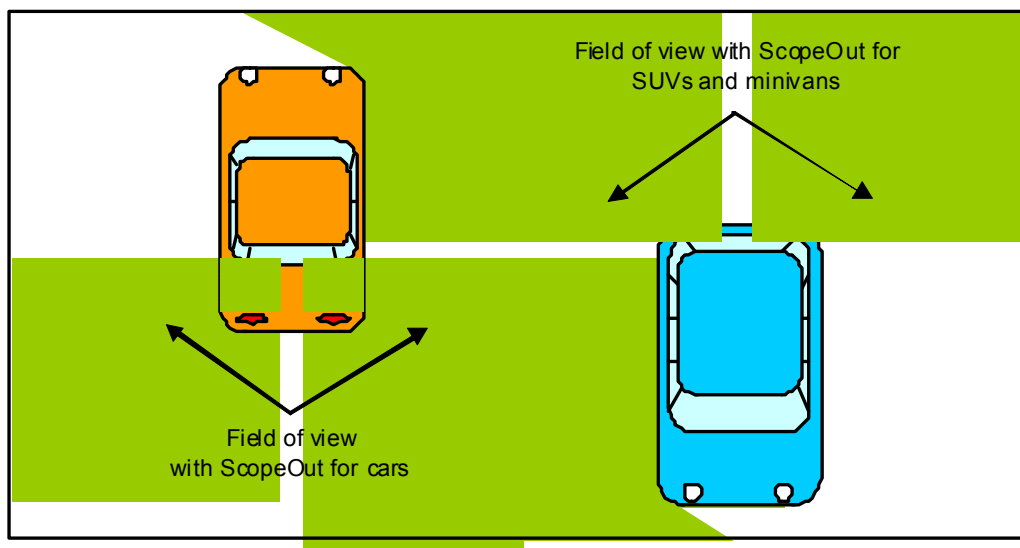
Called ScopeOut®, the Sense Technologies solution is based on mirrors placed so as to significantly reduce blind spots. ScopeOut covers the areas to the sides of the vehicle, meaning that it can let the driver know if a child is running into the area behind the vehicle, or if another vehicle is approaching from the side. Visibility can extend up to 100 yards left and right. This can be invaluable in lane-change maneuvers as well as while backing up. Thus, ScopeOut can be used together with a complementary ultrasonic, radar, or camera-based system for more-complete coverage.

The lightweight units install easily inside a vehicle's rear window, using a 3M adhesive that allows clean removal without damage to window tinting or defroster wires.

Sense Technologies offers this product in two styles – a one-unit version designed for cars and a two-unit version designed for larger vehicles (such as SUVs, minivans, and station wagons). In either case, ScopeOut is visible in the vehicle's interior rearview mirror.

The current ScopeOut products, which hold both domestic and international patents, are not suitable for pickup trucks, but a pickup-truck version is coming. Additionally, Sense Technologies offers the radar-based Guardian Alert Doppler, which can be used on vehicles of all types.

Chart 1 illustrates the field of visibility provided by the third-generation ScopeOut design.



Source: Frost & Sullivan

Chart 2 illustrates the single-unit passenger car model.



Source: Sense Technologies, Inc.

Thus, ScopeOut is valuable in the following situations:

- When backing up in driveways and parking lots
- When surrounded by obstructions such as large vehicles or shrubbery
- When changing lanes in traffic
- For drivers with limited mobility, who may find it difficult to turn to look out a vehicle's back window

Although alternatives are higher-tech in nature, the ScopeOut product is durable and should last as long as the vehicles on which it is installed. Installation is simple enough for do-it-yourselfers, and removal also is easy, if desired.

Sense Technologies, Inc., www.sensetech.com, is located in Grand Island, Nebraska with manufacturing and sales offices in Chandler, Arizona. The company was founded in 1997, specifically to develop products that enhance automotive safety in backing-up situations. Sense Technologies is publicly held, trading on the over-the-counter bulletin board under the symbol SNSG.

Frost & Sullivan is pleased to present Sense Technologies, Inc. with the 2008 North American "of the Year" Award for Industry Innovation and Advancement in Automotive Safety Technologies. By providing a lower-cost solution to a serious problem, ScopeOut safety mirrors can make a major contribution to automotive safety, not only reducing property damage but also saving lives.

Charts 3 and 4
ScopeOut Units for Cars and SUVs (North America), 2008



Source: Sense Technologies, Inc.

Award Description

The Frost & Sullivan Award for Industry Innovation & Advancement of the Year is bestowed each year upon a company that has proven to be a leader in the industry and that, through its pioneering technology, sound business strategy, and research efforts, has been successful in moving the state of the industry forward. Its excellence in the field has extended beyond its technical advancements and encompasses a comprehensive view of market participants, resulting in an ongoing improvement in the industry over time. This Award recognizes the company for its broader, more comprehensive participation in the industry and for its contributions to the advancement of the market.

Research Methodology

To choose the recipient of this Award, the analyst team tracks emerging and existing markets and evaluates the contributions of industry participants. This is accomplished through interviews with major market participants and extensive secondary research. Industry contributions that are considered are elements such as the creation of new industry standards and the adoption of a product or process by leading manufacturers. Finally, competitors are compared and ranked for relative position. Frost & Sullivan then presents the Award to the company that has most altered the industry due to its creativeness and innovation.

Measurement Criteria

In addition to the methodology described below, specific criteria are used to determine the final rankings of industry competitors. The recipient of the Award has excelled based on one or more of the following:

- Technology innovation contrasted against competitors
- New product/process introduction
- Adoption of the technology/process by the leading market participants
- Advancement of the industry through research
- Ability to conceptualize industry activities while successfully addressing customer needs

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's TEAM Research, Growth Consulting and Growth Team Membership empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

www.awards.frost.com