
AirSense Technology Ltd. Launches North American Operations

London, England (1 December 2006)

Sales and Support Covering North American Fire and Instrumentation Market

Aspirating Smoke Detection specialist AirSense Technology Ltd announces today it has launched North American operations with the opening of AirSense Technology USA Limited. The firm will provide sales and support services of its highly acclaimed Stratos® Aspirating Smoke Detection products covering the North American fire and instrumentation markets.

With headquarters in Lake Tahoe, NV and regional offices in Portland, OR and Boston, MA, AirSense Technology USA Limited will provide Canadian, Latin American and U.S. corporations, government agencies, and non-governmental organizations with market leading early warning smoke detection solutions and support services.

“Business continuity, reliability of services and the protection of assets from the risks of fire is a critical issue for corporate and governmental agencies in the U.S., Latin America and Canada, and our launch of operations for the North American market is very much intended to fulfill the need for highly effective, reliable and affordable early warning smoke detection solutions,” said Steven Joseph, Chief Executive Officer of AirSense Technology USA Limited. “Our expansion of operations into North America builds on AirSense Technology’s strong foundation of global market experience to the benefit of the fire protection industry and the organizations it serves throughout North America.”



Having spent the last 19 years in fire protection, Steven Joseph brings with him extensive industry experience and diverse application knowledge of Aspirating Smoke Detection Systems. Steven’s practical work experience has benefited him tremendously in understanding the needs of the market, his clients and distribution channels. His Personal values and consultative practices have earned him a reputation for professionalism, quality and innovation. Having participated in code committees and other trade related organizations, Steven continuously expands his knowledge and support of the industry so as to benefit his clients and trade partners.

AirSense Technology USA Limited is a wholly owned subsidiary of the UK-based AirSense Technology Ltd, which has operations in Europe, Scandinavia, Hong Kong, Malaysia, China and now in North and South America. AirSense Technology Ltd was founded in 1993 by pioneers of Aspirating Smoke Detection systems, and at that time introduced the worlds first Artificial Intelligence (AI) equipped fire detection product. This brought acclaim because it introduced the substantial benefit of continuously updating, automatic sensitivity adjustment to a class of fire detection product, which had previously been criticized for being prone to nuisance alarms, or suitable only for use in ‘clean’ environments. AirSense has continued to enhance its products and expand its market coverage winning several prestigious awards for technology and trade. Major awards include the prestigious United Kingdom Queen’s Award for Technological Achievement in 1999 and the 2002 Queen’s Award for International Trade.

AirSense Technology USA Limited will offer the full range of award winning Stratos-HSSD products to the North American market, including the latest addition, Stratos-Ex, which is a variant of the ‘standard’ range, but suitable and approved for incipient fire detection in potentially explosive atmospheres.

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Stratos-HSSD is widely used in prestigious applications throughout the world and is a globally recognized brand, with numerous product listings and approvals, including Underwriters Laboratories (UL), Underwriters Laboratories Canada (ULC), Factory Mutual (FM) and California State Fire Marshal (CSFM). Stratos-HSSD is recognized as the most sensitive laser-based aspirating system available, providing reliable early warning of fire through ClassiFire™, a patented system of Perceptive Artificial Intelligence (PAI), which continually adjusts the detector sensitivity to maintain a consistent level of protection and performance.

AirSense Technology USA Limited intends to aggressively establish a distribution network within both the fire and instrumentation trades to facilitate the sales and integration of its products into the marketplace throughout North America. The Company also intends to negotiate OEM relationships that present an opportunity to diversify its markets, and where a high level of integration intelligibility is sought.

Steven Joseph - "Distribution partner relationships are a valued part of our business as we know that each partner brings a special expertise within their business segment. They are an extension of our sales team and an integral part of ensuring we optimally support all our customers. We are committed to providing our partners with competitive reseller discounts, sales and marketing support, leads from marketing campaigns, proactive communications and protected territories. This is an exciting opportunity for organizations wishing to enhance or expand their offerings with a revolutionary product that provides an unmatched level of fire detection performance in an unmatched range of applications"

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The Intelligent choice in aspirating smoke detection systems