



Press release 2011-05-16

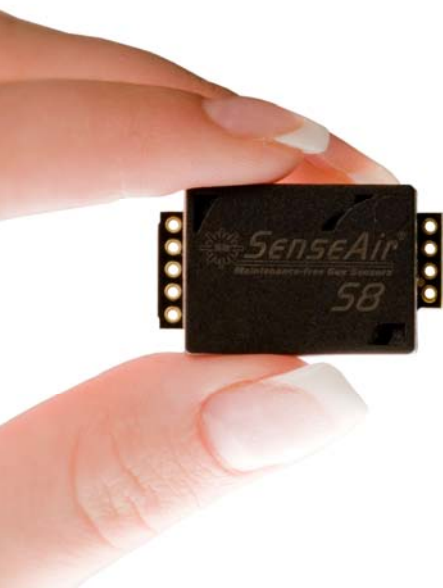
SenseAir AB earns Innovation Award

SenseAir AB earns Frost & Sullivan 2011 European New Product Innovation Award for the new product SenseAir S8. The Award is announced in a grand banquet in London May 18.

"The New Product Innovation Award is a prestigious recognition of SenseAir's accomplishments in the market for infrared sensors for carbon dioxide detection. An unbiased, third-party recognition can provide a profound impact in enhancing the brand value and accelerating SenseAir's growth..." (from Frost & Sullivan's announcement).

For the New Product Innovation Award, the following criteria were used to benchmark SenseAir's performance against key competitors:

- Innovative Element of the Product
- Leverage Leading Edge Technologies in Product
- Value Added Features/Benefits
- Increased Customer ROI
- Customer Acquisition/Penetration Potential



Contact: Ingegerd Blomberg, SenseAir AB
ingegerd.blomberg@senseair.com



Sensors for Life

SenseAir® AB
Box 96 | SE-82060 Delsbo | Sweden
Phone: +46-(0)653 - 71 77 70
info@senseair.com | www.senseair.com