

**ZEROSOUND™**



For Immediate Release

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**Noise Cancelling Technology Protects Firefighters:  
Calgary Company Signs Five Year Deal with Global Fire Truck Manufacturer**

Calgary, Canada - (June 23, 2020) - Calgary noise control company, ZeroSound Systems Inc. (ZeroSound), announces an exclusive five-year deal with North American fire truck manufacturer, Rosenbauer Motors LLC. ZeroSound's patented noise reduction technology will be installed as a standard feature on all of Rosenbauer's new fire trucks to protect first responders from the dangerous health impacts of noise pollution. Deployment of prototypes featuring this technology in the field is underway. As one of Calgary's newest tech companies, ZeroSound has created a scalable platform that reduces noise exposure by up to 92% (-35 dB) in both indoor and outdoor settings. From commercial and industrial applications, to rush hour traffic, construction and noisy bars, this cost-effective technology utilizes innovative Active Noise Control to reduce noise exposure from any noise pollution source.

According to the World Health Organization<sup>1</sup>, noise pollution is a growing global problem not only for first responders but for millions of people who encounter loud sounds in daily life. Elevated noise is known to cause hearing impairment, hypertension, annoyance, sleep disturbance, and heart disease. Traditional noise reduction materials include simple barriers or insulation that absorb and reflect sound waves with varying effectiveness and applications while ZeroSound's digital technology measures and physically cancels the soundwaves using proprietary hardware and software.

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<sup>1</sup>WHO, "Adverse Health Effects Of Noise" *Guidelines For Community Noise*  
<file:///C:/Users/jacly/Downloads/a68672.pdf>

“The health and safety of first responders is paramount, and we applaud Rosenbauer for its ongoing emphasis to safeguard against the dangers of excessive noise,” says Norm Bogner, President and Co-Founder of ZeroSound. “We’re excited that Rosenbauer is leveraging our technology to protect responders on a broader scale and we look forward to growing this partnership across North America and globally.”

Dave Scharphorn, CEO of Rosenbauer Motors LLC added, “We are privileged to be a part of this important collaboration. We feel that it is our duty to protect our first responders in every way possible, and with ZeroSound’s technology and our Rosenbauer product line, we can do just that. We can now provide another unique safety feature to further enhance our customers’ health and safety when they are responding to emergencies in their communities.”

For more information on ZeroSound’s noise reduction technology, visit their [website](#).

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**About ZeroSound Systems Inc:**

ZeroSound’s integrated platform innovates Active Noise Control with proprietary algorithms, IoT, machine learning, data capture, and a unique panel to deliver sound waves to targeted areas. Noise problems from construction and traffic, to environmental, industrial and urban sources are cancelled to acceptable levels whether indoors or out. The technology, which can be both noise controlling and amplifying, is third-party validated by the Advanced Research Lab at the Southern Alberta Institute of Technology (SAIT), is Patented in the US and has Patent approval in 153 PCT countries.



**About Rosenbauer America:**

With more than 150 years of manufacturing experience, Rosenbauer is a global leader in firefighting technology and resources. We are the world's largest manufacturer of fire equipment with 11 manufacturing locations worldwide. A family-owned business that was founded in 1866, Rosenbauer has built global partnerships that have helped us build the most innovative and safest firetrucks on the market. Rosenbauer develops the latest technology and builds the toughest vehicles. That's because when lives are at stake, anything less can be catastrophic. The company's vehicles, production teams, and service personnel are ready to do whatever it takes to ensure your community's safety and satisfaction.