

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Sensors Unlimited Retains Smith Miller Moore for Advertising / PR

January 12, 2005 – Princeton, NJ –

Sensors Unlimited, Inc. (SUI), a leading manufacturer of near-infrared (NIR) cameras and InGaAs-based imaging products and systems, has retained the services of **Smith Miller Moore, Inc. (SMM)**, an advertising, marketing and public relations firm based in Encino, California. Sensors Unlimited has pioneered the design and production of indium gallium arsenide technology and advanced short-wave infrared camera systems for commercial and military applications since 1991.



John Sudol, V. P. of Operations at Sensors Unlimited, notes, “After an extensive agency search, we have selected Smith Miller Moore, Inc. to represent Sensors Unlimited because of their knowledge and in-depth expertise in the photonics and imaging markets. We are now positioned with an aggressive advertising, marketing and PR plan to highlight our advanced indium gallium arsenide (InGaAs) technology, near-infrared detectors and short-wave infrared (SWIR) camera systems. We look forward to our partnership with SMM, offering our specialized InGaAs products and advanced near-infrared imaging technology to the military, security, medical, industrial and R&D communities.”

Smith Miller Moore President, Patti Smith, adds, “Sensors Unlimited is a perfect match with SMM’s expertise in the optoelectronics market and our full service capabilities in advertising, strategic positioning, marketing and public relations. We are delighted to work with SUI, a company that is forward thinking and technology-driven. As unsurpassed leaders in the expansion of current night vision technology, Sensors Unlimited is uniquely poised to deliver even smaller, lighter and more cost-effective short-wave infrared imaging systems than is currently available. We look forward to being a part of their team, working with their brilliant engineers and talented staff to bring their exciting infrared technology and emerging products to market.”

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Sensors Unlimited, Inc. (SUI), founded in 1991 to pioneer design and production of near-infrared detectors, is the world leader in indium gallium arsenide (InGaAs) imaging technology. With in-house capabilities, Sensors Unlimited manufactures advanced infrared cameras, short-wave and near-IR focal plane arrays and revolutionary high speed PIN and avalanche photodiodes. Their proprietary foundry and expertise delivers reliable, high performance products for a variety of critical military, security, industrial, commercial and telecommunications industries. Applications include covert surveillance, machine vision, night vision, health and safety protocols, historical art inspection and more. Please visit www.sensorsinc.com for more information.

Smith Miller Moore, Inc. (SMM), Encino, CA is a full service advertising, marketing, media and public relations firm specializing in high-tech businesses and vertically-related industries. The country’s first female-owned advertising agency, Smith Miller Moore has been directing the advertising, marketing and PR efforts of advanced technology clients in the photonics and opto-electronics markets since 1978. Privately owned, SMM serves the North American and international communities with the charter to be “Creative, Technically Speaking. . . . Technical, Creatively Speaking. For more information, please call: 818-708-1704.