



The Localizer[®] & Directional Sound



Fire Industry Council
Product Innovation
Award 2001



Design
Council
Award

The Inspiration

Where did the idea for The Localizer[®] come from?

The technology and business strategy



The concept of the Localizer[®] is in the use of sound and how the brain perceives that sound. The idea came about initially, from the fact that when emergency sirens are used confusion is caused by people not knowing where sound is coming from.

Localizer[®] directional sound is a broadband, multi-frequency ("white noise") sound. The sound source is easily and quickly located by our ears, making it ideal for rapid evacuation applications. Details of the technology and the wide variety of applications can be found on the website <http://www.soundalert.co.uk/>. Developed at Leeds University, Sound Alert owns the intellectual property rights to the technology, which is patented in the UK, USA, Australia and Hong Kong, with applications being processed in EU, Canada and Japan. The company is seeking licensees for the technology who will optimise market opportunities in designated sectors.

The Applications

Emergency Vehicle Sirens



Most of us have heard the sound of an approaching emergency siren, and experienced a moment of panic as we check the rear-view mirrors in search of the emergency vehicle only to look up and see it crossing a junction ahead of us. This is both confusing and dangerous and can cause delays and accidents. Sound Alert's new siren emits bursts of 'white noise' that help people quickly detect the signal source. This means that traffic can get out of the way far more quickly.

Directional Sound Evacuation Beacons



In a fire when your visibility is obscured by smoke would you remain calm and remember the way to emergency exits? The innovative Localizer Directional Sound Evacuation Beacons are positioned at exits and use directional or multi frequency sound to allow instant recognition of escape routes.

Conventional fire alarms only warn people to evacuate the building when a fire occurs, but give no indication of exit routes. The Beacons provide the additional benefit of highlighting the exit routes (normally ignored as part of everyday life) even in perfect visibility, as well as a safe exit for those who cannot see or whose vision is temporarily impaired by smoke. It is vital that we can identify exit locations without visual cues. Applications of this technology include evacuation from Commercial and Domestic Buildings, Ships, Aircraft and Trains

Additional Applications



The Localizer has significant potential in the safety, security and communications industries through a number of products in addition to the two detailed above. Localisation of sound could provide substantial benefits to fire fighter distress signal units, domestic smoke alarms, evacuation systems in tunnels and mines, reversing alarms, surveillance (CCTV) and mobile telephones.

Research into these applications has been completed and development continues in the use of The Localizer in specific implementations and licenses have been negotiated in several market segments. We believe it has huge innovative potential, but more importantly in some cases, can contribute to the saving of lives.

* The Localizer is the registered trademark of Sound Alert Technology plc.
Taurus Park, Europa Boulevard, Warrington, WA5 5YT, United Kingdom
Tel: +44 (0)1925 446139 Fax: +44 (0)1925 446139 www.soundalert.com

Details of the company, and the technology are on our website: <http://www.soundalert.co.uk/>