

Australian Communications Enterprise Expands Baby Experience

Oricom International purchases the sales, marketing and distribution rights for Babysense™ in Australia and New Zealand (ANZ).

Tuesday 10 May 2011: Australia's leading communications technology specialist Oricom International today announced that it has purchased the sales, marketing and distribution rights for Babysense™ in Australia and New Zealand (ANZ). Already among the largest designers, manufacturers and distributors of baby monitors in ANZ, this acquisition further expands the Oricom group's offerings in the growing multi-billion dollar market for baby products. Oricom International is Australia's largest locally-owned communication hardware business. Based in Sydney's South Windsor, it was founded by Kevin McDonnell in 2003 out of a desire to develop and supply communication products that really work in the unique environments of ANZ. Oricom has established itself as a leader in communication ideas and designs. Its operations span multiple communication segments, including UHF communications, corded and cordless telephony for commercial, domestic, and hearing/visually impaired consumers; as well as monitoring technologies for the new parent market. Its products are distributed through over 2,000 retailer outlets across ANZ, it also sells some of its 'ezy phones' for the sight and hearing impaired direct to customers via its website. "While we have access to some of the best manufacturers in the world and relationships to adapt products from global platforms to suit the demanding conditions of ANZ, there is no doubt that smaller local operators do face a stiff challenge in our competition against large multinationals," commented Oricom's Managing Director, Kevin McDonnell "however I'm confident that our ability to tailor products to local needs and our long-established relationships with local retailers allow us to punch above our weight. "We are always looking for new ways to expand business in the communications sector" McDonnell said. "As the first infant respiratory monitor registered as a medical device in ANZ to constantly monitor a baby's movements and breathing while it rests, I identified Babysense™ as a potential acquisition target last year." The acquisition of Babysense, as a purchase of a going concern, differs from previous Oricom business expansion announcements which have been developing products directly with manufacturers. While meeting the company's commercial objectives for this segment, it also aligns with the brand objectives of delivering quality expertise and advanced baby monitoring technologies to new parents. ~ end ~ About Oricom: Oricom International is an expert in communication technologies and leader in design and ideas across multiple categories, Oricom provides real choice. Being 100% Australian owned Oricom builds communication products for the diverse, unique conditions of Australia and New Zealand. Oricom International has partnered with some of the world's leading communication manufacturers to design and create communication products that are second to none, ensuring innovative design and excellent product performance. About Babysense: Babysense is a Trademark of Hisense Ltd. Hisense Ltd was founded in 1991 and in 1992 developed the world-wide patent for a baby-movement detector, which became the first non-touch monitor for detection of respiratory cessation (apnea) in infants. Its technologies have benefited hundreds of thousands of families in Israel, Europe, Japan, USA and other countries worldwide, used even in governmental health programs and hospitals. Babysense2 Features: Constantly monitors the movements associated with your baby's breathing. The device alerts parents via audible and visual alarms if their baby's breathing stops for more than 20 seconds, or slows to a rate of less than 10 breaths per minute. Used by hospitals around the world Babysense2 is the first infant respiratory monitor in Australia that is registered as a medical device. Media Contact: Michael Locke M: 0438-076-904 E: michael@locke.com.au

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