

Press release, January 21, 2015

Sensoror AS and Beijing BDStar Navigation Co., Ltd. enter into extended distribution and strategic partnership agreement

Sensoror and Beijing BDStar have agreed to cooperate more extensively in building the business for inertial sensors in the Chinese market. With Beijing BDStar having a strong presence in China with Head Quarter in Beijing, Sensoror will increase its presence in this industrial technically advanced and growing market even more and be able to offer its customer base more localized service.

Beijing BDStar becomes Sensoror's only distributor in China to carry Sensoror's range of high performance gyro sensors, gyro modules and Inertial Measurement Units (IMUs) and will be able to support customers with products from stock. Beijing BDStar and Sensoror will initiate a strategic cooperation to provide the best products and services for Chinese market.

The Norway made Gyro modules and IMUs from Sensoror are the smallest and highest performing commercially available products in this category, worldwide. The products are used in a range of applications in the area of Industrial, Aerospace and Defense, and are used for navigation, guidance and stabilization purposes.

The Chinese market represents a great opportunity, and we look forward to a long term relationship with Beijing BDStar in growing this business with the help of their experience and resources.

About Sensoror AS

Sensoror is a global leader in MEMS technology, design and manufacture advanced gyro sensors, gyro modules and IMUs for high-precision applications. Sensoror has more than 30 years of experience developing and manufacturing reliable MEMS sensor solutions for demanding environments involving high vibration, high shock and harsh media.

About Beijing BDStar

Beijing BDStar was founded on September 25th 2000, and was one of the first batches of companies that specialize in navigation and positioning services in China. At present, BDStar has five business units, namely, satellite navigation, inertial navigation, photoelectric navigation, automotive electronics and operation service, with major businesses covering marine fishery, vehicle navigation, surveying and mapping, measurement and control, digital ports, deformation monitoring, intelligent transportation, precision agriculture and other fields.

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