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CogneSense Expands IoT Leadership

CogneSense Strengthens Environmental measurement and monitoring Leadership with Acquisitions of Sonitus Systems and Hidden Brain Technology

Sonitus Systems and Hidden Brain are the second and third acquisition of the CogneSense platform, which is pursuing a buy and build strategy within the quickly evolving and fragmented Environmental Sensing and Measuring landscape

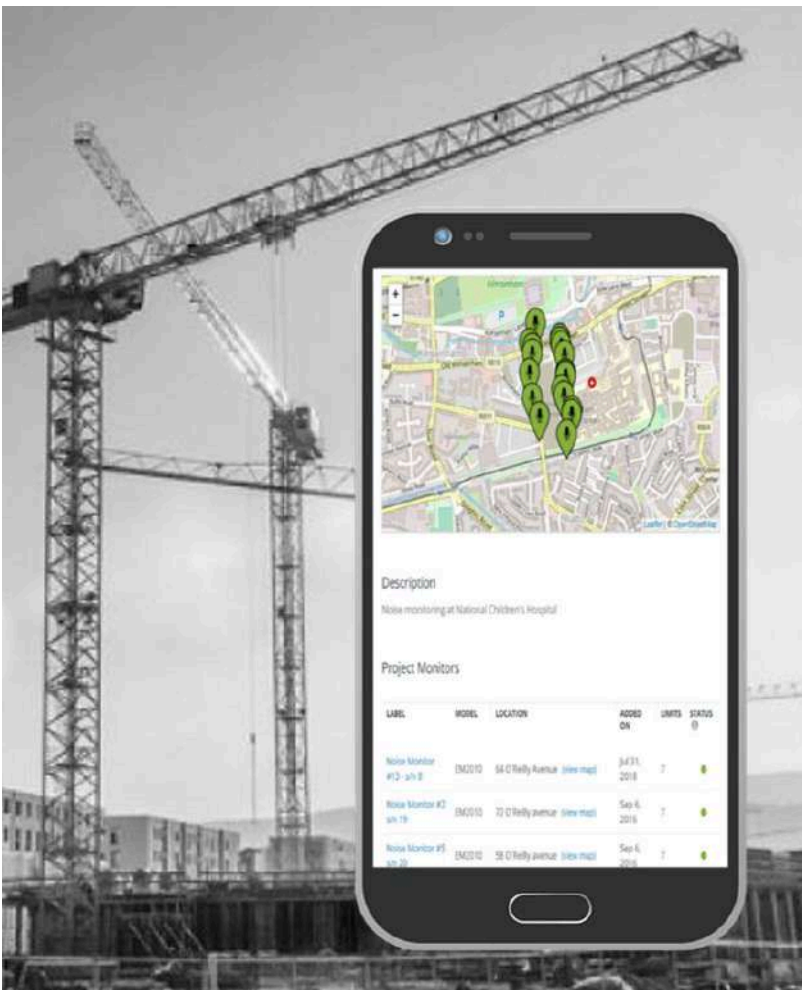
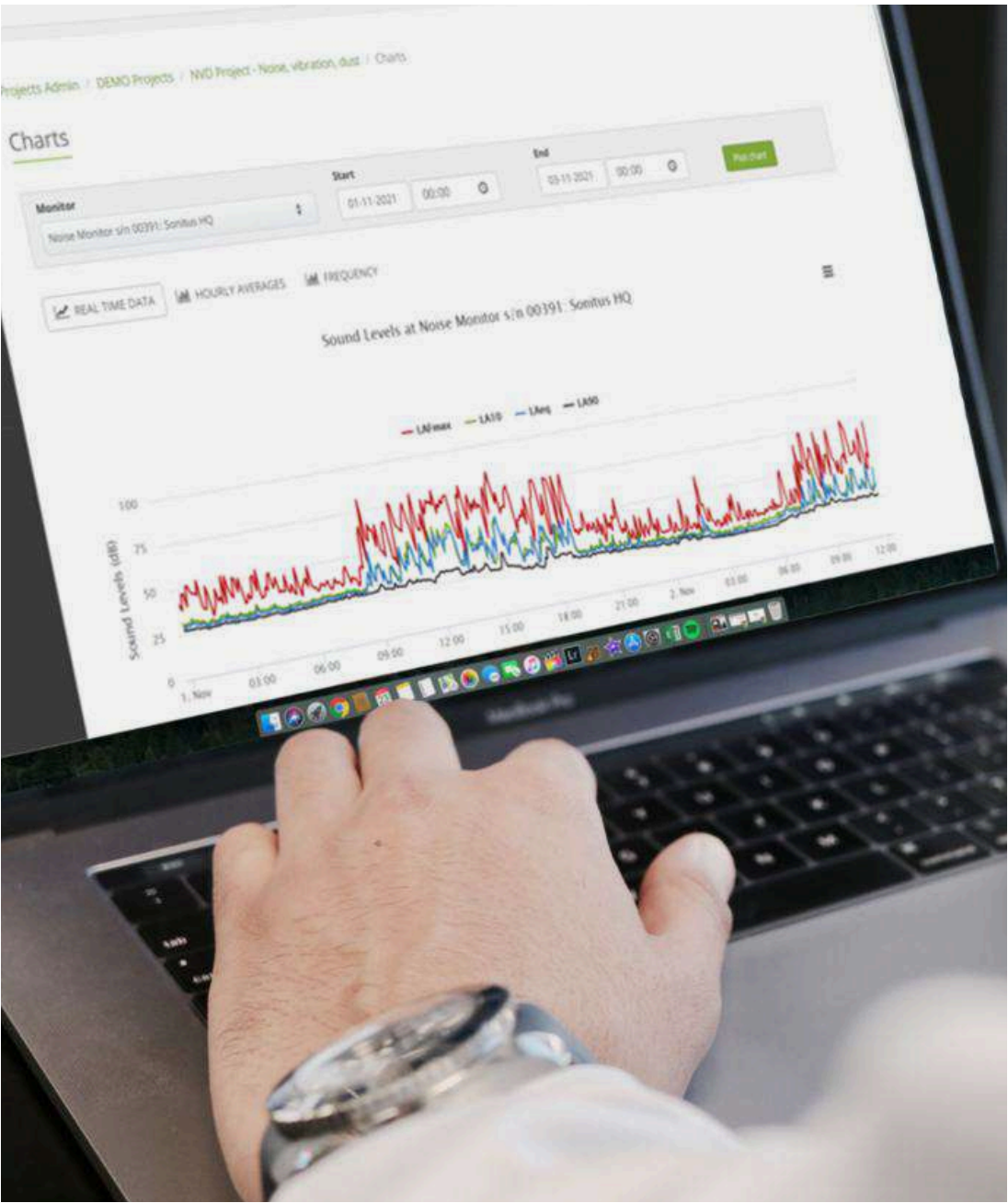


CogneSense Expands IoT Leadership

CogneSense, a platform company of L Squared Capital Partners, proudly announces the acquisition of Sonitus Systems, a leading provider of environmental noise, air quality, and vibration monitoring solutions to protect our public health, and all assets and IP from Hidden Brain, a leading developer of a powerful open IOT platform from sensor to cloud and user application. These strategic acquisitions mark a major step in CogneSense’s journey to consolidate and lead the highly fragmented Environmental, Health, and Safety end-markets within the broader Sensing and Internet of Things (IoT) ecosystem.

By combining Sonitus Systems' expertise and Hidden Brain’s innovative technology with CogneSense’s growing portfolio of solutions, these acquisitions strengthen the platform’s mission to empower companies with cutting-edge tools that enhance safety, efficiency, and sustainability.

The addition of Sonitus Systems further advances the platform’s capabilities in integrated environmental monitoring solutions that enhance public health and safety, improve operational efficiency, and promote sustainable practices. Sonitus Systems will provide the CogneSense platform with leading Air Quality, Noise, and Vibration sensing capabilities and a proprietary Cloud platform for real-time monitoring. With Sonitus Systems’ expertise, CogneSense is wellpositioned to expand its footprint in Europe and beyond.



“Sonitus Systems represents an exciting opportunity to deepen CogneSense’s market reach and technological edge. This acquisition underscores our commitment to building a world-class platform in the Environmental, Health, and Safety endmarkets, and we look forward to supporting the combined team as they continue to drive innovation and growth.” said Sean Barrette, CogneSense Chairman of the Board of Directors and Managing Partner at L Squared.

“We are thrilled to welcome Sonitus Systems to the CogneSense team.” said Paul Dhillon, CEO of CogneSense. “Their innovative approach to environmental monitoring aligns perfectly with our vision of empowering a healthier future and planet by protecting our shared environment and public health through innovative and sustainable measurement, monitoring and control solutions”

Additionally, the acquisition of Hidden Brain significantly enhances the platform's technology footprint by enabling the rapid integration of legacy sensors into a unified IoT ecosystem. This common cloud platform, augmented with AI capabilities, transforms raw data into actionable business insights, delivering greater value to customers.

CogneSense expects to complete multiple strategic acquisitions in 2025 across the Environmental, Health, and Safety end-markets with a focus on partnering with manufacturers of Sensors, Measurement and Control equipment, IoT Device Manufacturers, and Monitoring Application Providers.



Sonitus Systems, based in Dublin, Ireland, is a leading provider of environmental monitoring solutions specializing in noise, air quality, and vibration measurement. Its advanced technologies enable businesses and municipalities to monitor and manage environmental impact with precision and reliability.

www.sonitussystems.com.



Hidden Brain is a trusted provider of innovative AI-enabled sensor technology capable of integrating legacy sensors into a unified IoT ecosystem to transform raw data into actionable business insights. For more information, visit <https://hidden-brain-1.webflow.io/>



CogneSense is a trusted provider of environmental monitoring and controls for a safer, smarter future for over a century. The company delivers innovative and reliable measurement, monitoring, and control solutions for highly regulated industries, dedicated to optimizing the world's natural resources and protecting our environment and public health from hazards and pollutants. CogneSense's solutions help businesses meet these regulatory requirements efficiently, with an emphasis on secure, real-time monitoring to improve conservation, safety, and operational efficiency. For more information, visit

<https://www.cognesense.com/>



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