
PRESS RELEASE

Seeing Machines announces collaboration with leading automotive systems supplier on DMS demonstrator

CANBERRA, Australia 21 April, 2022 – [Seeing Machines Limited](#) (LSE: SEE), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, has collaborated with Magna on a demonstrator that features a fully integrated Driver Monitoring System (DMS) combining camera, electronics, and interior mirror technology.

The demonstrator combines Magna’s industry leading mirror technology, camera design, integration, and packaging know-how, with Seeing Machines approach to optimized and co-designed optical path, embedded processing, and enhanced AI vision algorithms for DMS. This technology addresses the critical OEM challenge associated with managing vehicle electronics integration and cost, with the need for seamless camera packaging across a diverse line of vehicle models.

Seeing Machines’ enhanced FOVIO eDME (embedded Driver Monitoring Engine) algorithms and processor optimized and accelerated software, which solves for the optimized processing footprint, low thermal dissipation, and small overall mechanical size and weight needed for a viable all-in-one Mirror based DMS solution. Seeing Machines has further addressed the difficulties associated with a movable mirror/camera combination through innovative vision based dynamic real-time detection and calibration techniques.

While providing an effective and simplified DMS solution, the integrated mirror location also offers an effective cabin camera position and field of view, for both driver and occupant monitoring for many passenger vehicles; with the camera not too high in the vehicle cabin to obtain information critical for NCAP and regulatory standards associated with driver distraction and impairment, and not too low for an expanded interior occupant view, enabling a range of safety and convenience features inside the cabin.

Paul McGlone, CEO at Seeing Machines commented: *“Building a solution that brings a fully integrated DMS into the rear-view mirror responds directly to the increasingly difficult packaging environment for carmakers with expanding infotainment and advanced driver assistance electronics complexity and ever larger cockpit displays. Working with Magna, a mobility technology company and leading supplier in mirrors and vision systems to the auto market, has brought two leading technologies together and we are looking forward to progressing opportunities to deliver this innovation to the industry more broadly.”*

About Seeing Machines (LSE: SEE), a global company founded in 2000 and headquartered in Australia, is an industry leader in vision-based monitoring technology that enable machines to see, understand and assist people. Seeing Machines’ technology portfolio of AI algorithms, embedded processing and optics, power products that need to deliver reliable real-time understanding of vehicle operators. The technology spans the critical measurement of where a driver is looking, through to classification of their cognitive state as it applies to accident risk. Reliable “driver state” measurement is the end-goal of Driver Monitoring Systems (DMS) technology. Seeing Machines develops DMS technology to drive safety for Automotive, Commercial Fleet, Off-road and Aviation. The company has offices in Australia, USA, Europe and Asia, and supplies technology solutions and services to industry leaders in each market vertical. www.seeingmachines.com

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