

**Seeing Machines Limited**

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## **Seeing Machines' technology rolls off the line in five new vehicle models**

Seeing Machines Limited (AIM: SEE, "**Seeing Machines**" or the "**Company**"), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, is pleased to announce that its Driver Monitoring System (DMS) software is now available across five additional vehicle models from world-leading automotive manufacturers.

Seeing Machines has been working closely with Joyson Safety Systems since 2011 to integrate the Company's software into the General Motors' Super Cruise driver assistance feature. This system, based on the Company's FOVIO e-DME (embedded Driver Monitoring Engine) software, is now available in three new vehicle models including the General Motors' 2021 Cadillac CT5, Cadillac CT4 and Chevrolet Bolt.

The start of production on these additional vehicle models from General Motors follows successful FOVIO e-DME software launches on the new Mercedes Benz S-Class and Mercedes Benz EQS sedans. Seeing Machines' DMS is now in production across nine individual vehicle models globally and is set to launch on more than thirty distinct vehicle models by early 2023.

Seeing Machines' advanced driver monitoring software reliably measures the driver's head-pose, eyelid closure and precise eye-gaze direction under the full spectrum of demanding automotive in-cabin lighting conditions and supports a full range of driver appearances, including operation with glasses and sunglasses. High-performance driver monitoring is vital in supporting hands-free driving capabilities, where the DMS continuously monitors the driver's visual attention state and delivers this information to the vehicle.

**Paul McGlone, CEO of Seeing Machines** commented: *"It's great to see more cars on the road with Seeing Machines DMS technology, keeping people safe and enabling a range of advanced features. As more and more models get to start of production, featuring our industry-leading technology, we can expect to see our royalty revenue increase accordingly."*

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**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.

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