



Seeing Machines Limited (“Seeing Machines” or the “Company”)

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Seeing Machines to supply Guardian Generation 3 to leading European and UK Commercial and Bus Manufacturers

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, announces its appointment by three prominent commercial and bus manufacturers, in Europe and the United Kingdom, to supply its innovative Guardian Generation 3 driver safety system.

As Europe’s General Safety Regulation (GSR), targeting all cars, vans, trucks and buses, comes into effect in July, these orders take Guardian Generation 3, the latest version of Seeing Machines’ driver fatigue and distraction technology solution, into the growing After Manufacture (factory-fit) segment of the market.

Seeing Machines plans to begin the roll out of Guardian Generation 3 during the fourth quarter of FY2024 (April – June 2024) across six heavy vehicle models in five distinct manufacturing locations with these OEM customers. The initial focus will be to ensure compliance with Driver Drowsiness and Attention Warning (DDAW), followed by Advanced Driver Distraction Warning (ADDW). Together, these customers represent a significant opportunity of around 3,000 vehicles per annum, based on initial order volumes.

Guardian Generation 3 leverages Seeing Machines’ automotive grade technology with refined microsleep detection and eye-gaze tracking to protect drivers from risks associated with drowsy and distracted driving.

Paul McGlone, CEO of Seeing Machines, commented: *“Being appointed by three major manufacturers underscores the effectiveness and reliability of Guardian Generation 3 and is testament to the class-leading, AI-driven technology we have developed over the past 20+ years for the fleet sector. We continue working with many manufacturers in Europe and the UK as regulatory deadlines approach, to ensure we can support the After Manufacture segment, in addition to commercial vehicle operators, to enhance driver safety. We are proud to contribute to the broader mission of promoting road safety in compliance with the European Commission’s General Safety Regulation.”*

Guardian Generation 3, launched at CES 2024 this week in Las Vegas, has been independently tested and confirmed to comply with Europe’s GSR. In 2023, it is estimated that over 330,000 commercial vehicles were manufactured¹, and every vehicle will need technology that reliably detects and responds to driver drowsiness from July 2024, escalating to distraction from 2026. Seeing Machines remains at the forefront of driving innovation in driver monitoring technology, enabling OEMs to meet and exceed regulatory requirements while enhancing safety across diverse vehicle applications.

¹ Frost & Sullivan, “Global Light, Medium, and Heavy Commercial Vehicle Outlook 2023”



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About Seeing Machines (AIM: 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 is revolutionizing global transport safety. Its 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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