



This announcement contains inside information

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

4 January 2023

Seeing Machines and partners showcase new technology collaborations at CES 2023

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, has announced a range of technology collaborations as the world’s most influential technology event, CES 2023, gets underway in Las Vegas.

Seeing Machines will be hosting a full schedule of private appointments in the Company’s private suite in the Westgate Las Vegas Resort and Casino, and its demo car, where customers, partners and other stakeholders will be able to experience the latest software and algorithm developments for Seeing Machines’ leading FOVIO interior sensing technology.

This week, the Company has announced three strategic collaborations to be showcased at CES:

- A partnership with industry leaders **Ambarella** and **Autobrains** that delivers a streamlined solution for automotive manufacturers by combining front Advanced Driver Assistance System (ADAS) and Driver Monitoring Systems (DMS), using a single System on Chip (SoC) and multiple cameras. This scalable solution, bringing together three safety systems in a single box, provides a rapid path to meeting more demanding transport industry standards and driver safety regulations.
- A unique collaboration with **indie Semiconductor** to deliver best-in-class, vision-based sensing solutions in challenging conditions (e.g. low light) also targeting simplified compliance with heightened safety standards. This partnership is based on indie’s integration of Seeing Machines’ hardware optimised and industry-leading Occula® Neural Processing Unit (NPU) technology into their first generation of innovative vision sensing SoCs.
- **Analog Devices**, a global semiconductor company, is working with Seeing Machines to pair advanced infrared driver and high-speed camera connectivity solutions with the Company’s FOVIO technology to more accurately monitor driver fatigue and distraction. The combined solution will readily meet European Commission General Safety Regulations (GSR) and European New Car Assessment Program (Euro NCAP) requirements.

Seeing Machines’ interior sensing solutions will be on display throughout CES 2023 and each of the detailed press releases, announcing the above collaborations, will be available on the Company’s [website](#).

Paul McGlone, CEO of Seeing Machines, said: *“As the focus on transport safety around the world intensifies, never has our objective of getting everyone home safely been more relevant. The increase in demand for mission-critical, in-car driver monitoring systems is accelerating, underpinned by*



regulatory tailwinds which present an exciting opportunity for Seeing Machines to deliver long-term economic-cycle agnostic growth.

“The strategic partnerships we have agreed with other leading technology firms, coinciding with CES 2023, are testament to the best-in-class driver monitoring solutions that we have developed over 20 years. These solutions are increasingly being adopted by global automakers that need to meet new safety-standard requirements for all their car models in the near future.”

The person responsible for this announcement is Paul McGlone, CEO.

Enquiries:

Seeing Machines Limited

Paul McGlone – CEO

Sophie Nicoll – Corporate Communications

+61 2 6103 4700

Stifel Nicolaus Europe Limited (Nominated Adviser and Broker)

Alex Price

Nick Adams

Ben Burnett

+44 20 7710 7600

Dentons Global Advisors (Media Enquiries)

James Styles

Jonathon Brill

seeingmachines@dentonsglobaladvisors.com

+44 20 7664 5095

About Seeing Machines (AIM: SEE), a global company founded in 2000 and headquartered in Australia, is an industry leader in vision-based proprietary monitoring technology that enable machines to see, understand and assist people. Seeing Machines is revolutionising global transport safety. Its 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