

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

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Insurance Institute for Highway Safety creates safeguard ratings and requires DMS features in the U.S.

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, applauds the Insurance Institute for Highway Safety (IIHS) for issuing new safeguard ratings for partial automation released in the US on 20 January. These new ratings are scheduled to come into force during 2022 and include robust requirements for Driver Monitoring System (DMS) technology features for a 'good' rating.

The IIHS has released the new ratings program to target vehicles with partial automation and the safeguards they employ to help drivers stay focused on the road. This independent, nonprofit scientific and educational organisation is dedicated to reducing deaths, injuries and property damage from motor vehicle crashes through research and evaluation and by educating consumers, policymakers and safety professionals.

The ratings system is targeted at semi-automated (level 2) vehicles due to the IIHS view that while automated driving features may appear to make driving less of a burden, there is no evidence that they make driving safer. The primary concern is the requirement for active supervision by the driver, as it is widely accepted that distraction is a considerable safety risk on roads today.

The 'good' rating applied to partial automation requires features offered by the Seeing Machines driver and occupant monitoring system technology and aligns closely with the upcoming protocols from the European New Car Assessment Program and legislation recently passed in the European Commission. Seeing Machines is currently working with nine automakers across Europe and the US to deliver its industry leading technology into an expanding number of models with over 120,000 cars on roads with the Company's technology installed.

The full list of requirements as outlined by the IIHS can be found [here](#).

Paul McGlone, CEO of Seeing Machines commented: *“This momentum is further confirmation that DMS and OMS technology is fundamental to safety on roads across the world. We welcome this news, closely following the bipartisan infrastructure legislation passed by the U.S Congress in November last year which includes key provisions on distracted and impaired driving that prioritise DMS. We know that we will see driver and occupant monitoring system technology further cemented across the USA as a safety requirement, and look forward to continuing our work with IIHS and other transport focused bodies as they work to ensure that all drivers in America have access to this life-saving technology”*

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

+44 20 7710 7600



Lionsgate Communications (Media Enquiries)
Jonathan Charles

+44 7791 892509

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' 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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