

## Seeing Machines Limited

("Seeing Machines" or the "Company")

### New Director Appointment

1 February 2017

Seeing Machines Limited (AIM: SEE), the AIM listed technology company with a focus on operator monitoring and intervention sensing technologies and services, is pleased to announce that Mr Timothy Macmillan Crane (Tim) joins the Board as a non-executive Director, with effect from 1 February 2017.

Mr Crane, aged 42, is General Manager - Cat Services, Marketing & Digital Division. Mr Crane joins the Board to further strengthen the relationship between Seeing Machines and Caterpillar Inc. and to help drive safety related revenues for both companies under the existing global agreement for product development, licensing and distribution.

Mr Crane, based in Peoria, USA, joined Caterpillar in 2011 when his safety culture consulting company was acquired. Under his leadership, Caterpillar Safety Services has achieved global expansion, significant annual growth and has become an enterprise model for commercialising solutions. In 2017 he assumed leadership of the Cat Services group and three additional customer-focused solutions businesses – Drone Services, Equipment Management (EM) Services and Cat Analytics. Mr Crane has a Bachelor of Business Administration and Marketing from Baylor University.

Seeing Machines' Managing Director, Mr Ken Kroeger: "We have been working with Tim at a strategic level within Caterpillar for several years, structuring our commercial relationship and executing the DSS business. Tim's understanding of our technology, industries and opportunities will see him add significant value to the Seeing Machines' board."

Seeing Machines' Chairman, Terry Winters: "We are pleased to have Tim join the Board and we are looking forward to gaining the benefit of new insights into the markets served by Caterpillar. We believe this is essential to maximising the relevance and application of Seeing Machines products and services within these very large market segments."

The following disclosures are required regarding Timothy Crane's appointment pursuant to Schedule Two paragraph (g) of the AIM Rules for Companies:

Current directorships and partnerships:

Nil

Past directorships and partnerships held over the last 5 years:

Nil

Timothy Crane has no shareholding in the Company.

No further disclosure is required under AIM Rule 17 and paragraph (g) to Schedule Two of the AIM Rules with respect to Timothy Crane.

**Enquiries:****Seeing Machines Limited**[www.seeingmachines.com](http://www.seeingmachines.com) / +61 2 6103 4700

Ken Kroeger, Managing Director and CEO

[Ken.Kroeger@seeingmachines.com](mailto:Ken.Kroeger@seeingmachines.com)

Media inquiries

[marketing@seeingmachines.com](mailto:marketing@seeingmachines.com)**finnCap Ltd, Broker for Seeing Machines**

Ed Frisby / Emily Watts, Corporate Finance

+44 20 7220 0500

Tim Redfern/Hannah Boros, Corporate Broking

**Newgate, Investment Communications for Seeing Machines**

Bob Huxford

Tel: +44 20 7653 9848 / Mob: +44 7469 154 806

[Bob.huxford@newgatecomms.com](mailto:Bob.huxford@newgatecomms.com)

Adam Lloyd

Tel: +44 20 7653 9842 / Mob: +44 7966 609 084

[Adam.loyd@newgatecomms.com](mailto:Adam.loyd@newgatecomms.com)**About Seeing Machines**

[Seeing Machines](#), (AIM: SEE) is focused on operator monitoring and intervention sensing technologies and services. With more than 15 years of experience, Seeing Machines uses advanced detection and prevention safety assistance technologies to track eye and facial movement in order to monitor fatigue, drowsiness and distraction events, such as microsleeps, texting and cell phone use as they occur, while providing for a real-time intervention strategy, which improves operator, driver and environmental safety, preserves assets, and reduces risk. Seeing Machines' technology is used worldwide across the automotive, mining, transport and aviation industries; as well as many of the leading academic research groups and transportation authorities. Seeing Machines is headquartered in Australia and has offices in Tucson, Arizona and Mountain View, California. The Company counts Caterpillar, Electro Motive Diesel, Progress Rail, Boeing, Takata, SEMCo, and Eye Tracking Inc among its partners.