Seeing Machines Limited

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Cadillac Super Cruise named as 2019 Autoblog Technology of the Year

Seeing Machines Limited (AIM: SEE, "Seeing Machines" or the "Group"), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, notes that General Motors has been named the winner of the Autoblog 2019 Technology of the Year award for its Cadillac Super Cruise system.

The Cadillac Super Cruise system is the world's first hands-free driving system for the highway and provides Level 2 automated driving. The Super Cruise system incorporates Seeing Machines' FOVIO driver monitoring technology to enhance safety, through direct measurement and enforcement of driver attentiveness to the roadway.

Ken Kroeger, CEO of Seeing Machines, said:

"The Cadillac Super Cruise system has been consistently lauded for its safe approach to Level 2 automated driving. We are delighted to have worked with General Motors to contribute to this award winning system and we congratulate them and all involved suppliers on this achievement."

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About Seeing Machines - www.seeingmachines.com

Seeing Machines (LSE: SEE), a global company headquartered in Australia, is an industry leader in computer vision technologies which enable machines to see, understand and assist people. The Company's machine learning vision platform has the know-how to deliver real-time identification and understanding of drivers through Artificial Intelligence (AI) analysis of heads, faces and eyes. This insight enables Driver Monitoring Systems (DMS), which monitor driver/operator identification and attention and can detect drowsiness and distraction across multiple transport sectors.

Seeing Machines develops DMS for the Automotive, Commercial Fleet, Aviation, Rail and Off-Road markets. The Company has offices in Australia, USA, Europe and Asia, and delivers multi-platform solutions to industry leaders in each vertical.

DMS is becoming a core safety technology integrated into ADAS offerings for the automotive industry, particularly with the development of semi-autonomous and self-driving cars. DMS is also increasingly seen to be an integral safety feature across the Commercial Transport & Logistics industry globally.