

Press Release



EMBARGOED UNTIL	AEDT 2100 Tuesday 4 March 2008
	GMT 1000 Tuesday 4 March 2008
	EST 0500 Tuesday 4 March 2008

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

MULTI-MILLION DOLLAR LICENSE AGREEMENT SIGNED FOR DRIVER MONITORING TECHNOLOGY

Seeing Machines (AIM: SEE), a leading developer of advanced computer based imaging software systems, announces that it has signed a long-term multi-million dollar enterprise license agreement with Dycom Industries Inc (NYSE: DY) (“Dycom”), for the use of Seeing Machines’ driver monitoring technology.

The agreement includes:

- an enterprise license for the use of Seeing Machines driver monitoring software;
- long term support and maintenance services;
- the provision of custom hardware;
- training and consulting services.

The agreement is set to deliver initial revenue of approximately AUD\$2.5 million (£1.08m) in this calendar year and will generate significant future revenues through the ongoing provision of services and hardware.

The companies have also concluded a second agreement that allows for the technology to be offered to others following the initial deployments.

Dr Nick Cerneaz, CEO of Seeing Machines commented: “This agreement represents the first major multi system deployment of our driver monitoring technology. The long term vision of this project recognizes the potential to expand the joint technology offering created and make it available to others as it is further developed. This agreement offers a significant step forward in our near-term commercialization efforts, but also represents a serious opportunity for substantial growth in the medium and long term.”

Further information about Seeing Machines and the driver monitoring technology can be obtained from the Company web site: www.seeingmachines.com. Further information about Dycom can be obtained from Dycom’s website: www.dycomind.com.

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Notes to editors:

About Seeing Machines

Seeing Machines is an award winning Technology Company which focuses on vision based human machine interfaces. Formed in 2000 in Canberra, Australia, Seeing Machines' purpose is to commercialise its computer-vision across a range of industries and applications.

Seeing Machines deliver advanced computer vision solutions for researchers and developers in human factors, transportation safety, computer human interaction, robotics, medical research and psychology. The flagship product faceLAB® provides an automated and contact-free gaze and head tracking technology, it solves the problem of observing human behaviour naturally, non-intrusively and with a high degree of accuracy and usability. Building on these unique face tracking and pupil measurement and monitoring capabilities, the TrueField Analyzer® is new medical device to assist clinicians detect and manage eye diseases such as glaucoma.

The TrueField Analyzer® offers a new objective method to help doctors diagnose and manage a range of eye diseases including glaucoma, age related macular degeneration and diabetic retinopathy. Glaucoma affects about 2-3% of the population over 40 years of age and is a leading source of blindness. Unlike most other devices available to the clinician the TrueField Analyzer is a completely objective test and it is quick and easy for patients and technicians alike. The device measures both eyes concurrently and due to the reliability that arises from the objective nature of the test, it has the potential to become a new standard in the measurement of visual field defects and thus in the diagnosis and management of disease such as glaucoma.

More generally Seeing Machines' computer vision systems are able to measure the orientation and position of a human head, estimate eye-gaze direction, detect eye blinks and track other facial features. This functionality is achieved entirely through visual means, using video cameras connected to advanced image processing software, with no attachments required on the subject. Products such as faceLAB® are designed to allow human factors researchers and designers to assess the interaction of an operator in an environment and this finds application in designing operator environments, such as cockpits for cars, trucks, trains, and aeroplanes for instance, and other industrial design applications, as well as medical and psychological research situations. The technology has been developed into the Driver State Sensor (DSS2) product for application in monitoring vehicle drivers and if it detects drowsiness (fatigue) or that the driver is distracted and their attention has been diverted from the road, alarms are raised to alert the driver to these events. In larger deployments, such as in fleet and mining equipment operations, the data is available in both real-time and off-line modes for fleet management, driver training and awareness programs

The systems work in real-time, enabling the behaviour of subjects to be tracked in real-time. This technology is paving the way in promoting safer driving conditions and works to enhance the driving experience and to eliminate accidents caused through driver drowsiness or distraction.

There are many different sectors that can benefit from this revolutionary software, for which it has been developed, including: automotive; academic research; medicine/healthcare; defence; autostereoscopy (next generation displays); sport; and games.

www.seeingmachines.com