



seeingmachines

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**Seeing Machines Limited
("Seeing Machines" or the "Company")**

SEEING MACHINES ESTABLISHES NORTH AMERICAN OPERATION

Seeing Machines (AIM: SEE), a leading developer of advanced computer-based imaging software systems, announces that it has established an operation in North America with the incorporation of a US subsidiary Seeing Machines, Inc. and the appointment of Mr Dean Croke as Vice President, North American Automotive Business.

The North American office has been established to enable the Company to more readily pursue commercial opportunities in this region particularly for the Driver State Sensor (DSS) product and also to better support its North American customers. The US presence will also be of benefit for the faceLAB[®] and the faceAPI businesses as these products are sold extensively into the North American markets.

Mr Croke has significant experience in the commercial transportation sector both in North America and Australia. Mr Croke is a specialist in and recognized internationally in the fields of:

- fatigue management with expert knowledge of sleep science;
- fatigue risk management and human performance;
- insurance and risk management in the commercial transport sector;
- business intelligence including predictive modelling technologies in commercial transportation;

Prior to joining Seeing Machines Mr Croke was Senior Vice President and Chief Product Architect for FleetRisk Advisors where he directed the company's Business Intelligence consulting activities. Prior to this he held several insurance industry roles in the US and Australia and from 1996 to 1999 he was General Manager of the Australian Trucking Association.

Dr Nick Cerneaz, CEO of Seeing Machines commenting on the establishment of the US operation and the appointment of Mr Croke said: "Dean is an outstanding addition to the Seeing Machines team and he will enable us to really move forward with our commercialisation efforts in North America and for the DSS in particular. He is the perfect fit for the role given his wide experience and standing in the commercial transport sector with regards fatigue and risk management. The North American operation further formalizes our long standing business activities in the region which commenced in 2001. In addition to accelerating the significant commercialization opportunities across our complete range of products this new office will also provide enhanced support services for our existing customers. We are very excited about this development and look forward to meeting the expanded opportunities in this region."

Further information about Seeing Machines can be obtained from the Company web site: www.seeingmachines.com.

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Enquiries:

Seeing Machines Limited
Nick Cerneaz, CEO
+61 (0) 2 6125 6501
www.seeingmachines.com

Grant Thornton Corporate Finance
Fiona Owen
+44 (0) 20 7383 5100

Parkgreen Communications
Justine Howarth
+44 (0) 20 7851 7480

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.

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