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

### **SEEING MACHINES RELEASES FACELAB-LINK**

Seeing Machines (AIM: SEE), a leading developer of advanced computer based imaging software systems, announces today the release of faceLAB-LINK, an exciting addition to its flagship faceLAB™ product.

faceLAB-LINK brings dynamically expandable field of view capability to faceLAB™ for the first time by enabling multiple faceLAB systems to be used simultaneously. Utilizing faceLAB-LINK, customers can combine their individual faceLAB systems and operate as though running a single faceLAB system with a virtually unlimited field of view. faceLAB-LINK systems can be configured to accommodate a full 360 degrees of head rotation – a world first for non-invasive eye tracking systems.

This capability is particularly useful in military training and simulation, and automotive research applications, where operators commonly exhibit a large range of movement. The self-calibration features of faceLAB-LINK allow users to easily and quickly setup multiple systems, without the need for laborious data entry or careful measurement of geometry.

In releasing the product, Nick Langdale-Smith, Sales & Marketing Director of Seeing Machines said: "faceLAB-LINK strengthens Seeing Machines lead in the field of robust off-body eyetracking. The modular nature of faceLAB-LINK provides almost unlimited configuration possibilities that will allow customers the flexibility to operate in almost any research environment".

Nick Cerneaz, CEO of Seeing Machines, commented: "The launch of faceLAB-LINK is part of our continual effort to innovate and improve our flagship product. We are particularly pleased with the added features as they are of benefit to our military and automotive customers, who make up a large part of our customer base."

Further information about the faceLAB™ product including faceLAB-LINK can be obtained from the company web site: [www.seeingmachines.com](http://www.seeingmachines.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.

faceLAB™ is a computer vision system that is able to measure the orientation and position of a human head, as well as detect blinks and estimate gaze-direction. It achieves all of this completely visually through a stereo camera system connected to advanced image processing software, with no attachments required on the subject. The product is designed to allow human factors researchers and designers 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 also has application in monitoring automobile drivers and if it detects drowsiness or that the driver is distracted and their attention has been diverted from the road, an alarm can be raised to alert the driver to either pull over and rest in the case of drowsiness or to pay more attention to the road.

faceLAB™ works in real-time, enabling the behaviour of a subject to be tracked. 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.