



14 March 2007

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

SEEING MACHINES WINS AWARD FOR GLAUCOMA DETECTION DEVICE

Seeing Machines (AIM: SEE), a leading developer of advanced computer based imaging software systems, announces today that the company has been awarded first prize in the health category of the Secrets of Australian ICT Innovation award for the TrueField Analyzer®, the revolutionary new medical device to help doctors detect and manage glaucoma and other eye diseases.

Seeing Machines, in collaboration with its partner the Research School of Biological Sciences at the Australian National University, is developing the TrueField Analyzer, the world's first non-contact objective device to help doctors diagnose glaucoma and a range of other eye diseases. The TrueField Analyzer utilises Seeing Machines' market-leading, patent-protected computer vision technology. The ICT Secrets award recognises innovation and the development completed to date in addition to the outstanding commercial potential for the TrueField Analyzer.

The *2006 Secrets of Australian IT Innovation Competition (Secrets)* is the fifth annual competition, and showcases Australia's best ICT innovations to a global audience. Winners shared in \$105,000 worth of prizes which were presented by the Minister for Communications and the Arts, Senator Helen Coonan, at the Awards Ceremony on Tuesday 13 March.

The Secrets competition is an initiative of the *Committee Marketing ICT for Australia (CoMICTA)*, a committee with members drawn from the Australian Federal Government, State and Territory Governments, industry associations and research bodies. The awards for ICT Innovation are across 7 major categories including: Business Industrial (Software) Solutions; Commerce; Communication Applications; Entertainment; Health; Learning and Security. Seeing Machines would like to thank CoMICTA for its recognition of this key project.

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About Committee Marketing ICT for Australia (CoMICTA) and the 2006 Secrets of Australian ICT Innovation Competition are available at <http://www.itsecrets.com.au/homepage.jsp?xcid=1>

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 a development undertaken by Seeing Machines in partnership with colleagues from the Research School of Biological Sciences (RSBS) at the Australian National University (ANU).

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 'gold standard' in the measurement of visual field defects and thus in the diagnosis and management of disease such as glaucoma.

Seeing Machines' faceLAB™ product 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.