



8 May 2007

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

**SEEING MACHINES DEMONSTRATES GLAUCOMA DEVICE AT ARVO**

Seeing Machines (AIM: SEE), a leading developer of advanced computer based imaging software systems, announces today that the Company is demonstrating the TrueField Analyzer® at the Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting in Florida from May 6-9 2007. The TrueField Analyzer® is the Company's revolutionary new medical device to assist doctors in detecting and managing glaucoma and other eye diseases.

Seeing Machines is attending ARVO with the Company's key research partners from the Research School of Biological Sciences at the Australian National University.

The ARVO appearance of the TrueField Analyzer® is the first public demonstration of the device to the general Ophthalmology community. The Ophthalmology market will be the key market for the device when it is released commercially.

Nick Cerneaz, CEO of Seeing Machines, commented: "Attending this conference is very exciting for all those who have worked on the development of TrueField and it's exciting for us to be showing the device to its intended users and getting their feedback on our progress to date."

Further information about the TrueField Analyzer® can be obtained from the web site: [www.truefield-analyzer.com](http://www.truefield-analyzer.com). Further information about Seeing Machines can be obtained from the company website [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. 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.