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

### **SEEING MACHINES LICENSES faceAPI PRODUCT**

Seeing Machines (AIM: SEE), a leading developer of advanced computer based imaging software systems, announces today that the Company has signed a technology licensing agreement with a North American based computer vision company. Seeing Machines will provide its unique faceAPI based head tracking technology to the client for use within their applications. Seeing Machines will receive a license fee for each product sold that incorporates the faceAPI product. The terms of the licensing agreement are the subject of a confidentiality agreement and have not been disclosed.

Nick Cerneaz, CEO of Seeing Machines, commented: "Signing this agreement is directly aligned with our business strategy to generate revenue from licensing our core technology to other product and application developers. This licensing agreement builds on the foundations for our faceAPI business laid over the last 2 years of development and we are looking to build this line of our business further in the coming year."

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<sup>®</sup> 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. The underlying head pose, eye gaze and facial feature tracking technologies within faceLAB<sup>®</sup> are also packaged in the faceAPI<sup>™</sup> product that is available to third party integrators and application developers allowing them to incorporate that functionality in their own developments.

Building on these unique face tracking and pupil measurement and monitoring capabilities, Seeing Machines is also developing the TrueField Analyzer®, a new ophthalmic device to help clinicians detect and manage glaucoma (and a range of other diseases of the human visual system).

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.

In addition to the capabilities outlined above the faceAPI™ suite also includes extensive monocular tracking solutions, high precision eye and pupil tracking and monitoring capabilities, advanced automatic initialization and automatic background operating modes. The product is a fully featured solution allowing both automated and manual control modes and providing the host application with extensive information about the user(s) being monitored by the tracking system.

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.