



seeingmachines

15 October 2007

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

SEEING MACHINES ANNOUNCES CFO APPOINTMENT

Seeing Machines (AIM:SEE), a leading developer of advanced computer based imaging software systems, announces today the appointment of Mr Christopher McKee as Chief Financial Officer, commencing on 19 November 2007. Mr McKee holds MBA and B.Comm qualifications and has been a Member of the Institute of Chartered Accountants in Australia since 1990.

Prior to joining Seeing Machines Mr McKee was Asean Regional Financial Controller for Hyder Consulting Pty Limited, the Australian subsidiary of Hyder Consulting plc a UK listed engineering consulting company (HYC.L). In this role he was responsible for key financial aspects of the group's Asean operations through Australia, New Zealand, Vietnam and Singapore (with Australian turnover in the 2007 year of A\$90 million and employing over 600 staff) and reporting into the UK listed parent company. Prior to Hyder Consulting P/L Mr McKee had a wide range of industry experience, including accommodation services, large hotels and aged care facilities, and roles with international chartered accounting firms Price Waterhouse and Priestly and Morris.

Dr Nick Cerneaz, CEO of Seeing Machines commented: "The addition of Chris to the Seeing Machines team adds a depth of experience and knowledge that greatly strengthens our efforts to drive the Company forward. His experience as both a financial and strategic business manager through a number of senior and very commercially focussed roles across international markets, coupled with his background of Chartered Accountancy and an MBA bring significant new skills to the Company's management team. We are very pleased to welcome Chris to Seeing Machines, especially at this time as we continue to progress the commercialization of our technology portfolio."

Further information about Seeing Machines can be obtained from the company website 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 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 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.

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.