



8 November 2007

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

TRUEFIELD ANALYZER PROMOTED AT AAO

Seeing Machines (AIM: SEE), a leading developer of advanced computer based imaging software systems, announces today that the Company will be promoting the TrueField Analyzer® at the American Academy of Ophthalmology (AAO) Annual Meeting in New Orleans from November 10-13 2007. The TrueField Analyzer® is the Company's revolutionary new medical device to assist doctors in detecting and managing glaucoma and other eye diseases.

The AAO Annual Meeting is the largest annual event for ophthalmologists with over 30,000 attendees and 500 exhibiting companies and the perfect event to showcase the TrueField Analyzer®. It is also the first event the Company is attending to promote the TrueField Analyzer® since the United States Food and Drug Administration (FDA) granted marketing clearance for the TrueField Analyzer® in August 2007.

Further information about the TrueField Analyzer® can be obtained from the website: www.truefield-analyzer.com. 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 new medical device to assist clinicians detect and manage eye diseases such as glaucoma.

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 has been developed into the Driver State Sensor (DSS2) product for application in monitoring vehicle drivers and if it detects drowsiness (fatigue) or that the driver is distracted and their attention has been diverted from the road, alarms are raised to alert the driver to these events. In larger deployments, such as in fleet and mining equipment operations, the data is available in both real-time and off-line modes for fleet management, driver training and awareness programs

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.