



**seeingmachines**

26 August 2008

**Seeing Machines Limited**  
**(“Seeing Machines” or the “Company”)**

**SEEING MACHINES ANNOUNCES NEW FACEAPI PRODUCT RELEASE**

Seeing Machines (AIM: SEE), a leading developer of advanced computer based imaging software systems, yesterday released a new version of its faceAPI product, a face tracking toolkit for Original Equipment Manufacturers (OEM’s) and application developers that turns a web camera into a 3D face tracking device. The product was released at NVISION 08 NVIDIA’s visual computing conference held in San Jose California this week.

“The new release of the faceAPI boasts a large number of new features and improvements. We have delivered on requests from our partners and customers, and then some” said Nick Langdale-Smith, Director of Sales and Marketing for Seeing Machines. “One of the major additions is the unique ability to track lip and eyebrow movements, enabling games and virtual worlds to read a user’s facial expression, as well as head orientation and movement”.

Dr Nick Cerneaz, CEO of Seeing Machines commenting on the release said “This release of the faceAPI product is a very important part of our long term strategy. We expect this version of the faceAPI to be the springboard for the commercial success of this product”.

Further information about Seeing Machines and faceAPI can be obtained from the Company web site: [www.seeingmachines.com](http://www.seeingmachines.com).

--- ENDS ---

**Enquiries:**

**Seeing Machines Limited**  
Nick Cerneaz, CEO

+61 (0) 2 6125 6501

[www.seeingmachines.com](http://www.seeingmachines.com)

**Grant Thornton UK LLP**  
Fiona Owen

+44 (0) 20 7383 5100

**Parkgreen Communications**  
Paul McManus, Helen

Westaway

+44 (0) 20 7851 7480

## **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 commercialize its computer-vision across a range of industries and applications.

Seeing Machines delivers advanced computer vision solutions for researchers and developers in human factors, transportation safety, entertainment, computer human interaction, robotics and medical research.

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. The faceAPI® product encapsulates the core of Seeing Machines computer-vision algorithms into a package designed for licensing to OEM's and third-parties.

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.

The Driver State Sensor is driver monitoring software targeted at the detection of fatigue and distraction in drivers and operators. The DSS 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

[www.seeingmachines.com](http://www.seeingmachines.com)