

## Joint Media Release

1 June 2005

Canberra, Australia and Menlo Park, California, USA

### **Noah Basketball partners with Seeing Machines to introduce *Noah Select***

Noah Basketball, maker of the Noah System, a revolutionary sports training product that helps basketball athletes improve their shooting accuracy, has joined forces with Seeing Machines, a global leader in computer vision technology, to enhance and extend the Noah Basketball product line.

The patented Noah System tracks a basketball from a player's hand to the point it enters the hoop and provides instant feedback on the shooter's arc trajectory and accuracy, teaching players to develop strong muscle memory and improved shooting accuracy. Until recently, the Noah System could only be installed by a person trained in machine vision science.

Now, by utilizing Seeing Machines' tracking technologies, the *Noah Select* product can be installed in any gymnasium by an untrained person and function with a high degree of accuracy. The Noah Select product can also be used at basketball camps and school events to raise money for sports programs. These improvements are enabled by highly robust purpose-built basketball tracking technologies developed by Seeing Machines.

As a result of this collaboration, Noah Basketball has recently launched *Noah Select* to the large high-school gym market, which is approximately 80% of the total gym market in the United States.

"The Seeing Machines team was highly efficient, allowing Noah Basketball to introduce the *Noah Select* product one year ahead of plan," said John Carter, CEO of Noah Basketball.

Noah Basketball and Seeing Machines have entered into a licensing agreement for the global basketball market and will continue to work together to deliver new functionality improvements planned for the Noah product line.

Tony Kinnear, CEO of Seeing Machines, commented that the basketball training market was an exciting new area in which to deploy the company's computer vision technology. "Both companies are enthusiastic about the potential to collaborate on other sports-related products, combining our high-performance vision processing technologies with Noah Basketball's patented sporting applications and extensive market knowledge".

#### **About Noah Basketball**

The Noah System is a revolutionary training system that allows athletes to build a consistent arc, which is the most difficult part of a free throw or jump shot to master. The cutting-edge computer based video/audio system gives the shooter immediate verbal feedback and data analysis on the accuracy of each shot taken during a workout session. For more information on the Noah System and an on-line demonstration, visit [www.noahbasketball.com](http://www.noahbasketball.com) or call 1-888-TRY-NOAH.

**Contact:** John Carter, Chief Executive Officer, [jcarter@noahbasketball.com](mailto:jcarter@noahbasketball.com)

#### **About Seeing Machines**

Seeing Machines delivers advanced computer vision solutions for transport safety applications, medical devices, robotics, sports and entertainment, human factors research and development and human-computer human interaction applications. Seeing Machines flagship product, called faceLAB<sup>™</sup>, is an award winning head, eye and blink tracking system. faceLAB<sup>™</sup> solves the problems of observing human behaviour naturalistically, by utilising a completely non-intrusive, automatic and highly accurate vision-based sensor. For more information, visit [www.seeingmachines.com](http://www.seeingmachines.com).

**Contact:** Tony Kinnear, Chief Executive Officer, [tony.kinnear@seeingmachines.com](mailto:tony.kinnear@seeingmachines.com)

**End./**