

17 March 2010



SEEING MACHINES SIGNS SIGNIFICANT DSS CONTRACT WITH GLOBAL RESOURCES COMPANY

Seeing Machines Limited (AIM:SEE), a leading developer of advanced vision based industrial systems announces it has signed a contract for the supply of its DSS product suite with BHP Billiton (ASX:BHP, LSE:BLT) subsidiaries BHP Navajo Coal Company and San Juan Coal Company, both part of BHP Billiton's Energy Coal business unit. Seeing Machines and BHP Billiton Energy Coal are also in dialog about further deployments of the DSS across other mines within this business unit.

The contract covers the fit out of the entire haul truck fleet, a number of ancillary vehicles and ongoing support services at the Navajo mine in New Mexico, USA. The installation will be completed next month and represents the Company's largest DSS installation in the mining sector at this time.

The DSS is an active system that directly monitors the driver of a vehicle for distraction and fatigue events and provides a series of interventions aimed at managing these events and averting potential disasters.

Seeing Machines CEO, Nick Cerneaz said:

"We are very pleased to be working with BHP Billiton on such a significant contract for Seeing Machines. The operational conditions for drivers in the mining industry are very demanding and the DSS provides a proven technology option for mine site operators to use in their efforts to minimize both the direct costs of accidents and those knock-on effects of interrupted production. We believe this deal with BHP Billiton, and other recent announcements are indicative of the huge potential growth opportunities for our DSS business in the mining sector."

For further information:

| | | |
|--|----------------------------------|---|
| Seeing Machines Limited www.seeingmachines.com | Nick Cerneaz, CEO | +61 (0) 2 6103 4700 |
| Grant Thornton Corporate Finance (Nomad) | Gerry Beaney Robert Beenstock | +44 (0) 20 7383 5100 |
| Daniel Stewart & Company plc | Martin Lampshire | +44 (0) 20 7776 6550 |
| Walbrook PR Ltd | Ben Knowles Helen Westaway | +44 (0) 20 7933 8780 Mob. +44 (0) 7900 346 978 ben.knowles@walbrookpr.com helen.westaway@walbrookpr.com |

--- Information for Editors ---

About BHP Billiton.

More information about BHP Billiton is available from their web site www.bhpbilliton.com.

About Seeing Machines Limited

Seeing Machines is a leading developer of advanced vision based industrial systems, specializing in automotive, medical, entertainment and research applications. More information is available from our web site: www.seeingmachines.com.

About the DSS

The DSS is an active system that directly monitors the driver of a vehicle for distraction and fatigue events and provides a series of interventions aimed at managing these events and averting potential disasters. The DSS Suite integrates three layers of risk mitigation:

1. instant in-cab feedback to the driver from the **DSS-IVS** (in vehicle system);
2. real-time alerts to fleet dispatchers via the **DSS-Link** or **DSS-Relay** products; and
3. management reporting, driver feedback & training, utilizing the **DSSi** product.

The **DSS-IVS** sensors monitor the driver's head motion & eye closure. When the driver's eyes have not been focussed on the roadway ahead for a period, either because the driver is looking elsewhere (a distraction event), or because they are closed (for example during a microsleep event), then the DSS-IVS detects this event and generates instant alarms, such as:

- Audio alerts, and
- Seat vibration tactile feedback.

These instant alerts rouse the driver and help them regain focus on the roadway ahead and re-establish safe operation of the vehicle.

The DSS product suite includes options to link the alerts with dispatchers and controllers located in central control rooms using an organization's existing communications infrastructure. **DSS-Link** or **DSS-Relay** allows the DSS-IVS alerts to be instantly forwarded to the dispatcher/controller in the central control room, allowing them to make appropriate interventions based on the Fatigue Management Plan (FMP) relevant to the specific organisation. Such real-time interventions can include:

- Contacting/communicating directly with the driver,
- Rotating or resting drivers,
- Altering work schedules, etc.

Finally, the **DSSi** product is an integrated data management, analysis and reporting system that gives fleet managers the information they need to manage their vehicles and drivers effectively. Coupled with an effective Fatigue Management Plan (FMP) the DSS suite allows organizations to take active steps to manage driver fatigue and distraction in their operations, and mitigate risks at all levels in the process.

More information about the DSS, including a case study detailing an organization that has used the DSS to dramatically reduce accidents attributed to fatigue or distraction (in fact to record 11 months so far without any such accidents in a fleet that previously had an excessive accident rate) can be found in our recent newsletter: SM-News, available at: www.seeingmachines.com/latest-news/

General information about the DSS is available from: www.seeingmachines.com/product/dss/.