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SEEING MACHINES AWARDED DSS CONTRACT FOR WORLD'S LARGEST GOLD MINE

Seeing Machines Limited (AIM:SEE) announces it has been awarded a contract to supply DSS driver monitoring equipment to the Grasberg mine in Indonesia owned by PT Freeport Indonesia, a subsidiary of Freeport-McMoRan Copper & Gold.

Seeing Machines is a leading developer of advanced vision based industrial systems. 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.

DSS driver monitoring equipment will be installed in haul trucks operating at the mine, and is being considered for other logistics equipment that operate throughout the property. This initial DSS deployment is designed to address the practical and logistical issues of this remote site and to integrate the DSS within site operations ahead of wider deployments anticipated in the future.

Nick Cerneaz, CEO of Seeing Machines commented:

"This major DSS installation is the first contract within the framework of the new Master Purchasing Agreement signed with Freeport-McMoRan last month (announced 12 February 2010). We believe this new contract provides a strong platform for continued growth of our DSS business across the entire mining industry."

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 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/.