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CONTRACT GAIN TO COMPLETE FREEPORT TRIAL SITE INSTALLATION

Seeing Machines Limited (AIM:SEE), a leading developer of advanced vision based industrial systems announces it has been awarded a contract with Freeport-McMoRan Copper & Gold Inc. (Freeport) to supply DSS driver monitoring equipment to the Safford mine in Arizona. This second contract for the Safford mine is to complete the fitout of the entire haul truck fleet at this mine.

The contract gain is a result of the success of the pilot of DSS equipment conducted at the Safford mine in late 2009.

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.

Nick Cerneaz, CEO of Seeing Machines commented:

“Following the original pilot of DSS equipment conducted at the Safford it is very pleasing to move on to complete the rollout of DSS equipment, bringing the total to 19 DSS systems, covering full operational deployment at the mine. We anticipate further DSS progress arising from the other DSS pilots currently underway across a variety of operators and locations throughout the 2010 calendar year, and will announce those to the market in due course.”

For further information:

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--- 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/.