

21 July 2010



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

**SEEING MACHINES GAINS FURTHER DSS MINING CONTRACTS IN NORTH AMERICA**

Seeing Machines Limited (AIM:SEE), a leading developer of advanced vision based industrial systems, announces it has been awarded two contracts to install the DSS driver monitoring equipment in the haul truck fleets at two North American open-pit mines.

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 operator caused accidents.

The contracts build on earlier DSS installations in North America with an existing client and includes the fit-out of 45 haul trucks at the two mine sites.

The contracts form part of the delayed series of orders that were due to come in the Company’s full year to 30 June 2010 as referred to in the Trading Update announced on 24 June 2010.

The company is unable to announce details of the mining company nor the particulars of the sites involved due to the confidentiality provisions agreed with the mining company.

Nick Cerneaz, CEO of Seeing Machines commented: “We are pleased to announce these new contracts and to be extending further our DSS deployments in North America. These new contracts are further examples of the interest in the company’s DSS from the mining sector and we expect to announce further deals in the near future.”

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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](http://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 operator caused accidents. 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.

General information about the DSS is available from: [www.seeingmachines.com/product/dss/](http://www.seeingmachines.com/product/dss/).