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SEEING MACHINES (“THE COMPANY”)

Seeing Machines signs further faceAPI Production License

Seeing Machines Limited (AIM:SEE), a leading developer of advanced vision based industrial systems, announces a new faceAPI Production License has been signed with English company Claro Interfaces Ltd, part of the Claro Software group.

Seeing Machines faceAPI will power Claro Software’s FaceMouse product so that users will be able to interact with their computers using head movements. Seeing Machines will receive a licensee fee based on the number of Claro FaceMouse products sold.

David Stevens, CEO Claro Software commented: “We are extremely pleased with what faceAPI has been able to deliver for our Claro FaceMouse product and we look forward to a successful commercial collaboration with Seeing Machines.”

Nick Cerneaz, CEO of Seeing Machines commented: “This new Production License with Claro Software provides further confirmation of the commercialisation strategy we have pursued for faceAPI and the breadth of applications that faceAPI can be used for. We expect further deals from the growing and diverse customer base and will announce these at the appropriate time. ”

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--- Information for Editors ---

About Claro Software

Claro Software is a rapidly growing and innovative UK based company that develops and licenses assistive software around the world. More information about Claro Software is available from their website at www.clarosoftware.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 faceAPI

Seeing Machines develops world-class face tracking algorithms for finding and tracking the movement of faces in video streams. faceAPI allows the seamless deployment of that technology within third party products and services. In addition to a non-commercial license (see further details below), Seeing Machines offers two tiers of commercial license for access to the faceAPI:

- Developer's Kit (DevKit) licenses, and
- Production licenses.

DevKit licenses are sold on a per seat basis with recurring maintenance and support fees, and allow third parties to develop products incorporating the faceAPI technology. In order to distribute a product incorporating the faceAPI (which necessarily requires redistributing the faceAPI itself), a third party must acquire a Production License to the faceAPI, which is negotiated in each case with the third party developer on a revenue sharing / royalty basis.

faceAPI's advanced capabilities allow developers to rapidly build new and exciting products with very rich and interactive man-machine interfaces. We are surrounded by machines and computers and we use them in many ways every day, yet they are extremely poor at understanding us. Whereas human beings have evolved significant capacity to observe and process interactions with other people, using body language and facial expression recognition with ease, traditional computer based systems are completely detached and operate without any real awareness of the "human" elements of our relationship with them.

For a machine or piece of software, understanding a human face is a difficult technical challenge. Seeing Machines has solved many of the traditional problems associated with fast, accurate tracking of faces and facial features (such as lips, eyebrows, nostrils and eye corners), and these form some of the very building blocks of advanced computer based systems that are capable of interacting with humans in a more human way. faceAPI is a turn-key solution that offers these capabilities to developers today.

faceAPI's unique approach to face tracking delivers 3D data on faces in real-time, even with a standard webcam. faceAPI has a standard software interface for ease of integration into third party developments and is provided with full technical support and documentation for all commercial licenses.

faceAPI has been licensed to customers all over the world in industries spanning security, training and education, entertainment, sports, general computing, industrial systems and robotics, gaming, aerospace, transportation and 3D visualization. The range of applications is limited only by a developer's imagination.

Note: In addition to the two commercial license tiers (the DevKit and Production licenses) Seeing Machines also offer a free non-commercial license for the faceAPI. This version, whilst feature limited and extensively labelled with Seeing Machines corporate branding, provides an easy mechanism for third parties with a potential interest in using faceAPI commercially to initially explore the solution risk-free. This version also greatly increases the market awareness of faceAPI and helps to promote many sales of the DevKit, and then onwards to Production licenses. The non-commercial faceAPI product can be accessed from the faceAPI website: www.seeingmachines.com/product/faceapi/downloads/.