



seeingmachines

4 JULY 2011

**SEEING MACHINES LIMITED
("SEEING MACHINES OR THE "COMPANY")**

CEO Appointed and Directorate Change

Seeing Machines Limited (AIM: SEE), a leading developer of advanced vision based industrial systems, announces the appointment of Mr Ken Kroeger as CEO with effect from 4 July 2011. Ken will be formally appointed to the board following an initial period as part of the senior management team.

Dr Nick Cerneaz, the former CEO has resigned from his position as a director of Seeing Machines effective 1 July 2011.

Ken, aged 50, is a successful technology entrepreneur who founded Catalyst Interactive, an internationally recognised 3D simulation and training provider which was acquired by KBR (one of the world's largest engineering, procurement, defence and construction companies) in 2008. At Catalyst, Ken grew the organisation from inception to an international business through technical innovation and sound leadership.

Ken's background in technology, R&D, business management and international sales and marketing to defence, government and industry will provide Seeing Machines with a strong commercial focus backed by the organisation's proven R&D and engineering capability.

Chairman Bill Mobbs commenting on the appointment said "We are very excited to have secured Ken for the CEO role at Seeing Machines. Ken's success as a technology entrepreneur will prove invaluable to Seeing Machines as it transitions to profitability through aggressive product commercialisation backed by an extended global sales and marketing capability for its world leading product range."

Enquiries:

Seeing Machines Limited	Bill Mobbs, Chairman	+61 (0) 2 6103 4700
Daniel Stewart & Company plc	Oliver Rigby	+44 (0) 20 7776 6550
Walbrook PR Ltd	Paul McManus Paul Cornelius	+44 (0) 20 7933 8780 +44 (0) 7980 541 893, paul.mcmanus@walbrookpr.com +44 (0) 7866 384 707, paul.cornelius@walbrookir.com

---Information for Editors---

About Ken Kroeger

Ken Kroeger is a successful technology entrepreneur who brings a unique set of skills to senior leadership roles.

Ken started his technology career in systems analysis and design, working extensively in aviation, law enforcement and news media in Canada.

In 1996, upon moving to Australia, Ken founded Catalyst Interactive, a 3D simulation and training company that grew under his leadership into a successful international business through technical innovation and business partnerships with multi-national defence, corporate and government suppliers in Australia, Europe and North America.

At Catalyst Interactive, Ken initially worked as the Chief Technical Officer overseeing the development of the products before moving to CEO where he translated the computer-based training and 3D simulation/visualisation from an R&D product to a commercial success attracting international acclaim.

Following the successful sale of Catalyst Interactive in 2009, Ken continued to provide marketing and sales support to KBR until 2010. Post KBR, Ken worked for TKMS successfully developing and selling the concept of a 3D virtual naval training ship to the navies of Australia and Germany.

Ken has also taken on a number of board positions with technology start-up organisations providing mentoring and technical expertise to help them to a successful commercial launch of their products.