

Seeing Machines Limited
("Seeing Machines" or "the Company")

Seeing Machines signs FreshLinc as first UK Fleet customer

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Seeing Machines (AIM: SEE), an industry leader in computer vision based human sensing technologies which enable breakthrough solutions in performance, safety and user experiences, announces its first UK multi-year services contract with FreshLinc, a large temperature controlled distributor, subsequent to launching its Guardian System at the Commercial Vehicle Show in Birmingham, United Kingdom.

The Guardian System solution was successfully trialed at several of FreshLinc's depots to measure the levels of fatigue and distraction prevalent in their fleet and to evaluate the effectiveness of the Seeing Machines Guardian system at mitigating those risks through its in-cabin alerts and 24/7 monitoring intervention service. The three-year agreement will see 320 of the distributor's heavy vehicles fitted with the Guardian System and the drivers further protected by the 24/7 global SafeGuard monitoring service based in Tucson, Arizona.

FreshLinc, already innovative in their approach to driver safety and compliance, are actively working with Seeing Machines to showcase the benefits gained through the deployment of Guardian across their fleet to other UK based distributors, driving superior safety solutions for the UK commercial vehicle industry and highways.

In 2015 1,804 people were killed and 22,855 people were seriously injured on the road in the UK. Of those accidents, distraction accounted for 25% of fatalities and driver error accounted for 68%, according to the Reported Road Casualties Great Britain: Annual report 2015, Department for Transport.

Seeing Machines' Guardian System is a real-time driver fatigue, distraction and accident prevention service, proven to achieve over 90% reduction in fatigue or distraction related driver events. As well as in-cabin alerts, such detected danger events are tracked and analysed in the 24/7 monitoring centre where tailored intervention programs and ongoing analytics are provided to fleet managers to help minimise incidents through ongoing driver training and wellness programs to keep drivers safe, prevent accidents and make roads safer.

Paul Angelatos, President, Guardian Systems at Seeing Machines commented: "The Guardian safety solution is already saving professional drivers' lives internationally, and now we're positioned to better protect UK fleet operators and surrounding highway users by addressing distracted driving and fatigue in real-time, preventing accidents before they happen. We are delighted to be working with FreshLinc to better safeguard their drivers, improve their safety culture and protect their brand."

Lee Juniper, Managing Director FreshLinc commented: "We care about our drivers and want to make sure each one gets home safely every day. Even though our drivers and equipment are among the best on-the-



road, we are confident this technology will further strengthen our safety culture, protect our drivers and improve highway safety overall.”

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About Seeing Machines

Seeing Machines, (AIM: SEE) is an industry leader in computer vision based human sensing technologies which enable breakthrough solutions in performance, safety and user experiences. With more than 15 years of R&D investment and proven industry experience, Seeing Machines uses advanced sensing technologies and machine learning algorithms to deliver precision tracking and analysis of heads, faces and eyes for multiple emerging applications. A primary application is Driver Monitoring Systems to detect and deal with drowsiness, distraction and further cognitive states which enables the “Guardian” Fleet safety product and intelligent ADAS / Autonomous Driving automotive solutions. A further key application is real-time delivery of precision eye tracking in real world vehicular conditions, normalizing for all light conditions (and challenges such as sunglasses) for smart display systems etc. The Company delivers its AI based technology platform in a range of solutions from embedded software to “Fovio” DMS processors to full systems such as the Guardian in-cabin and 24/7 monitoring and intervention telematics service for the commercial trucking sector, which prevents accidents and saves costs and lives. Seeing Machines' technology has been adopted by global industry leaders across the transportation spectrum such as Caterpillar in the off-road sector. Seeing Machines is headquartered in Canberra, Australia and currently has offices and people in Melbourne, Tucson, Silicon Valley, Detroit and UK.