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Seeing Machines Limited

Fleet deal with North America's Safest Fleet

Seeing Machines Limited (AIM: SEE, "Seeing Machines" or the "Company"), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, has signed a contract with Bison Transport Inc. ("**Bison Transport**"), one of Canada's most prestigious transport companies, to install Guardian into its fleet.

Bison Transport has been named North America's Safest Fleet by the Truckload Carriers Association and the American Trucking Associations, and is one of the largest carriers in Canada. With over 2,500 employees, Bison serves Canada and surrounding US states with haulage and logistics services.

Following the recent completion of an initial trial, Seeing Machines will install Guardian, the Company's retrofit driver monitoring technology for commercial transport and logistics fleets, into around 120 Bison trucks, with installation to commence immediately.

"We are excited to continue our partnership with Seeing Machines, said **Garth Pitzel, Senior Director, Safety & Driver Development at Bison.**

"Bison Transport's commitment to using leading edge technologies to help save lives is part of our safety culture and the Guardian product which works in real-time has proven itself to be a game-changer in terms of fatigue and distraction accident prevention."

Dr Mike Lenné, SVP Fleet and Human Factors at Seeing Machines added: *"We have done significant work to clearly articulate the value proposition for Guardian in North America. Having Bison Transport as a customer affirms our view that fleets who have a culture of safety truly value Guardian as a way to improve that culture and keep their drivers safe."*

"North America represents a massive opportunity for the Guardian technology and the deal with Bison validates our revised approach with hardware pricing and service provision. I look forward to seeing our team build on this success as we rejuvenate our North American business and start to convert current conversations and interactions into Guardian contracts across this region."

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About Seeing Machines - www.seeingmachines.com

Seeing Machines (LSE: SEE), a global company headquartered in Australia, is an industry leader in computer vision technologies which enable machines to see, understand and assist people. The Company's machine learning vision platform has the know-how to deliver real-time identification and understanding of drivers through Artificial Intelligence (AI) analysis of heads, faces and eyes. This insight enables Driver Monitoring Systems (DMS), which monitor driver/operator identification and attention and can detect drowsiness and distraction across multiple transport sectors.



Seeing Machines develops DMS for the Automotive, Commercial Fleet, Aviation, Rail and Off-Road markets. The Company has offices in Australia, USA, Europe and Asia, and delivers multi-platform solutions to industry leaders in each vertical.

DMS is becoming a core safety technology integrated into ADAS offerings for the automotive industry, particularly with the development of semi-autonomous and self-driving cars. DMS is also increasingly seen to be an integral safety feature across the Commercial Transport & Logistics industry and is set to become a regulatory requirement for all cars, vans, trucks and buses in Europe from 2022, with the rest of the world expected to follow soon after.