



Seeing Machines Limited

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Seeing Machines to launch DMS Kit on Qualcomm Snapdragon Automotive Platform

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, is pleased to announce plans to deliver a fully supported, integrated driver monitoring system (DMS) Kit to the global automotive industry.

Earlier this year, Seeing Machines announced plans to work with Qualcomm Technologies, Inc. to deliver optimized driver monitoring systems (DMS) targeting high-end infotainment platforms to the global automotive industry. As a part of these plans, Seeing Machines intends to launch a fully integrated DMS solution based on the Company’s software, for the Qualcomm® Snapdragon™ Automotive Development Platform (ADP) from Qualcomm Technologies.

This DMS Kit supports a Seeing Machines full stack DMS solution on the Snapdragon™ ADP targeting integration into either infotainment or centralized ADAS systems, and includes an optimized DMS reference camera, ADP interface board and the Company’s software. The Kit is expected to be available before the end of this calendar year for use by select automotive Tier 1 suppliers and OEMs.

Anshuman Saxena, Senior Director, Product Management, Qualcomm Technologies Inc. commented: *“We are excited to continue fulfilling our mission of providing automakers with comprehensive solutions for immersive in-vehicle experiences and active safety systems. Through our work with Seeing Machines, we are effectively integrating optimized DMS to provide streamlined solutions that assure drivers’ attentiveness on the road, leveraging the stronghold of Snapdragon automotive platforms.”*

Paul McGlone, CEO of Seeing Machines commented: *“As timeframes continue to tighten for automakers to deliver safety technology and increase convenience features into new vehicles, this collaboration is very timely, giving customers new ways to implement our leading DMS technology into their infotainment or ADAS systems and quickly achieve both of these key goals.*

“Seeing Machines recently launched our embedded product strategy and this collaboration is representative of our e-DME strategic pillar in action. We are delighted to be expanding our work with Qualcomm Technologies, a world-leading technology company, to reach more of a fast-moving and maturing market.”

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About Seeing Machines (LSE: SEE), a global company founded in 2000 and headquartered in Australia, is an industry leader in vision-based monitoring technology that enable machines to see, understand and assist people. Seeing Machines' technology portfolio of AI algorithms, embedded processing and optics, power products that need to deliver reliable real-time understanding of vehicle operators. The technology spans the critical measurement of where a driver is looking, through to classification of their cognitive state as it applies to accident risk. Reliable "driver state" measurement is the end-goal of Driver Monitoring Systems (DMS) technology. Seeing Machines develops DMS technology to drive safety for Automotive, Commercial Fleet, Off-road and Aviation. The company has offices in Australia, USA, Europe and Asia, and supplies technology solutions and services to industry leaders in each market vertical. www.seeingmachines.com