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Cadillac Escalade now available with Driver Attention System featuring Seeing Machines' Technology

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 that its Driver Monitoring System (DMS) Software, a key enabler to the General Motors Super Cruise[1] driver assistance feature, is now available in the 2021 Cadillac Escalade.

Seeing Machines has been working closely with Joyson Safety Systems since 2011 to integrate the Company's software into the Joyson supplied Driver Attention System, which for GM, includes the electronic controller, camera, and integrated Infrared Illuminators in the steering wheel light bar.

Seeing Machines' DMS software debuted in the 2018 Cadillac CT6 Super Cruise feature, representing the first truly hands-free driver-assistance feature for enabled roads. The enhanced version of Super Cruise on the 2021 Cadillac Escalade is the first model that will incorporate the Joyson Safety System supplied Driver Attention System using Seeing Machines e-DME software.

Seeing Machines' advanced driver monitoring software reliably measures the driver's head-pose, eyelid closure and precise eye-gaze direction under the full spectrum of demanding automotive in-cabin lighting conditions and driver appearances, including operating with glasses. High-performance driver monitoring is vital in supporting hands-free driving capabilities, where the DMS continuously monitors the driver's visual attention and delivers this information to the vehicle.

Paul McGlone, CEO of Seeing Machines commented: *"We are so proud to continue our association with Joyson Safety Systems to help play a role in the award-winning Super Cruise feature, as it is rolled out across additional General Motors vehicle models and platforms, supporting robust hands-free driving with enhanced safety. At Seeing Machines, our purpose is safety and programs like this embody the very reason we exist."*

Guido Durrer, President and CEO of Joyson Safety Systems, commented: *"Joyson Safety Systems is dedicated to delivering best and class quality to our automotive safety products, and we are proud to have Seeing Machines as our DMS partner to deliver on this commitment."*

[1]Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Visit https://www.cadillac.com/ownership/vehicle-technology/super-cruise for compatible roads and full details.

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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.

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