

16 June 2025

Seeing Machines Limited (“Seeing Machines” or the “Company”)

\$1.2 Million Agreement with Global Leader in Autonomous Driving 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, announces that it has signed an agreement to supply additional Guardian Backup-driver Monitoring Systems (“BdMS”) to a world-leading North American self-driving car company.

The agreement, valued at around US\$1.2m, will see Guardian BdMS deployed into the autonomous mobility company’s test vehicles as they seek to expand across new sites and locations.

Advancing autonomous vehicles requires extensive on-road data collection, testing and validation. To mitigate the risks of operating test vehicles on public roads, a back-up driver is typically required during this development phase. Seeing Machines’ BdMS supports the human back-up driver in remaining vigilant during on-road operations.

The integration of self-driving technology into the ride-hailing industry marks a transformative shift in urban transportation. Autonomous mobility services promise greater efficiency, reduced operational costs, and enhanced accessibility for passengers, particularly in densely populated cityscapes. Moreover, these advanced systems ensure high levels of safety by minimising human error, which is traditionally a leading cause of accidents.

Seeing Machines is playing a pivotal role in this evolution, with its Guardian BdMS serving as an essential technology to monitor and support back-up drivers during these initial deployment phases. This technology bridges the gap between fully autonomous operations and human oversight, ensuring reliability and trust in autonomous ride-hailing fleets.

Paul McGlone, CEO of Seeing Machines, commented:

“We are proud to continue working with this important customer, who shares our passion for road safety, as they continue to develop their technology and frankly, lead the evolution of the autonomous vehicle landscape. Around the world, regulators and automakers understand that driver and occupant monitoring technology will bridge the gap between the vehicles of today, where the driver is still in control, and the fully autonomous cars of tomorrow. It’s excellent to see our technology, designed purely to keep road users safe, helping to shape this shift in transportation.”

This announcement contains inside information under the UK Market Abuse Regulation. The person responsible for arranging for the release of this announcement on behalf of the Company is Paul McGlone, CEO.

Enquiries:

Seeing Machines Limited
Paul McGlone – CEO
Sophie Nicoll – Corporate Communications

+61 2 6103 4700



Stifel (Nominated Adviser and Broker)

+44 20 7710 7600

Alex Price
Fred Walsh
Brough Ransom
Ben Good

DGA Group (Media Enquiries)

+44 20 7664 5095

James Styles
Methuselah Tanyanyiwa
Matthias Jarosz
seeingmachines@dgagroup.com

About Seeing Machines (AIM: 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