



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

27 June 2025

### Launch of Guardian Generation 3 trial with Mitsubishi Electric in North America

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 launched a six-week pilot for its class-leading Guardian Generation 3 aftermarket solution with a North American Mitsubishi Electric company.

Seeing Machines and Mitsubishi Electric Automotive America, Inc. (MEAA) first joined forces through a Referral Agreement, announced in February, to accelerate sales of Guardian Generation 3 in the Americas, leveraging MEAA’s deep customer relationships in the region. The joint pursuit of business is already generating a steady pipeline of opportunities, and this first pilot with a US based Mitsubishi Electric company is a direct result of that agreement. It serves to demonstrate the incremental potential that the collaboration can bring to the direct sales effort by Seeing Machines.

**Masahiro Kaji, President & CEO of Mitsubishi Electric Automotive America**, commented: *“This collaboration with Seeing Machines marks a significant step forward in our commitment to enhancing vehicle safety through advanced technology. The synergy between our teams has been remarkable, enabling us to initiate the Guardian Generation 3 pilot with our North American team within the first few months of our agreement. This rapid progress underscores our shared dedication to innovation and excellence. We are excited about the potential this relationship holds and look forward to achieving groundbreaking results together in the coming months.”*

**Paul McGlone, CEO of Seeing Machines** added: *“We are delighted to see our team working so well with the team at MEAA as we look to leverage their relationships and customer base to accelerate sales in the region. The launch of this pilot, which comes not long after the start of our collaboration, reconfirms our joint conviction and opens a promising path to Aftermarket sales and overall success in the Americas. Our experienced team are working closely with the team at MEAA to leverage relationships alongside telematics and safety system expertise to make things happen fast. It’s a positive sign to have a Mitsubishi Electric Corporation company engaging with Guardian Generation 3 through a trial, and we’re optimistic about where this could lead. The connected vehicle market in the US is significant and highly competitive and I believe that working with MEAA represents our best chance for success. In fact, this is just one of several trials we are currently running in the region, representing a total near-term market opportunity of over 18,000 vehicles across a range of transport and logistics companies.”*

#### Enquiries:

**Seeing Machines Limited**

Paul McGlone – CEO

Sophie Nicoll – Corporate Communications

**+61 2 6103 4700**

**Stifel Nicolaus Europe Limited (Nominated Adviser and Broker)**

**+44 20 7710 7600**



Alex Price  
Fred Walsh  
Brough Ransom  
Ben Good

**Dentons Global Advisors (Media Enquiries)**

**+44 20 7664 5095**

James Styles  
Methuselah Tanyanyiwa  
Matthias Jarosz  
[seeingmachines@dentonsglobaladvisors.com](mailto:seeingmachines@dentonsglobaladvisors.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](http://www.seeingmachines.com)**