

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

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Seeing Machines secures first Guardian contract through Mitsubishi referral

Seeing Machines Limited (AIM: SEE), 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 deliver Guardian Generation 3 to its first ‘referral customer’ from Mitsubishi Electric Automotive America (“MEAA”).

Since announcing the Referral Agreement in June, Seeing Machines and MEAA have collaborated on opportunities in the Americas, with MEAA helping boost the Guardian sales pipeline through its customer network. This initial signed agreement for Seeing Machines is with a modest sized fleet, Savannah Transport Inc., a family-owned company that has served the Western and Midwestern United States since 2000. This deal was completed more rapidly than the standard Guardian sales cycle, representing the benefit of the Referral process and is one of several promising opportunities currently being pursued by the Company.

Masahiro Kaji, President & CEO of Mitsubishi Electric Automotive America commented: *“Helping to deliver the first Guardian Generation 3 solution to Savannah Transport marks a significant milestone in our collaboration with Seeing Machines. This achievement reflects our commitment to advancing road safety and providing fleet operators with dependable technology. As our network of interested partners continues to grow, we hope this agreement will encourage wider use and contribute to ongoing progress in road safety throughout the Americas. Above all, our common mission remains clear: to help ensure everyone returns home safely.”*

Paul McGlone, CEO of Seeing Machines added: *“We are delighted to see our first deal signed with Savannah Transport, a company that has worked with MEAA for many years. There are many more opportunities in our joint pipeline, and our sales teams are working closely to ensure that we get trials going quickly to showcase our leading technology and ultimately get more customers. Leveraging the extensive relationships that MEAA has across the Americas is a great initiative for us, opening more doors in this huge and competitive market. I am also looking forward to seeing similar results across Europe as our teams are now closely engaged there.”*

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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