

Seeing Machines Ltd.

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Latest EU announcement could be a major boon for Seeing Machines

Seeing Machines Limited (LON:SEE) has welcomed the European Parliament's announcement that driver-monitoring technology such as its FOVIO system will become mandatory in all road vehicles.

On Thursday, the Committee on Internal Market and Consumer Protection (IMCO) voted to approve a range of new vehicle safety standards proposed by the European Commission last year.

The proposals state that all cars, vans, trucks and buses will have to be fitted out with driver distraction, drowsiness and attention warning systems.

READ: Seeing Machines secures new programme design win for its driver monitoring tech

"The leadership shown by Europe in this move to improve transport safety using technology is most welcome, as governments all over the world grapple with serious injuries and fatalities caused by road accidents," said Seeing Machines' chief executive Ken Kroeger.

"Seeing Machines is focused on safety outcomes and we have spent the past 20 years honing our technology for this very purpose.

"Our driver monitoring technology, already launched in the award-winning General Motors Cadillac CT6 with Super Cruise, and in current development with a further five automotive manufacturers globally, as well as retrofitted to over 16,000 commercial and mining vehicles around the world, is designed to understand the state of the driver, to ensure that fatigue and distraction-related events and the risks associated with that behaviour, are mitigated."

Tech tracks head position and pupil size

Seeing Machines makes driver monitoring systems (DMS) that can be used in cars, trucks, trains and aircraft.

The tech tracks the eye gaze, head position and pupil size of drivers or pilots to determine whether they are drowsy or distracted.

Some of the world's biggest companies are already using its platform, including Caterpillar, Emirates and General Motors.

Seeing Machines shares were broadly flat at 5.1p on Friday morning.

Price: 3.1

Market Cap: £104.32 m

1 Year Share Price Graph



July 2019 January 2020 July 2020

Share Information

Code: SEE

Listing: AIM

52 week	High	Low
	5.67	1.3501

Sector: Hardware & electrical equipment

Website: www.seeingmachines.com

Company Synopsis:

Seeing Machines is a world leader in driver-machine interaction. We harness human factors science to create artificial intelligence (AI) technology that observes the driver's attention - reliably, unobtrusively, and in real time - and intervenes seamlessly when necessary.

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