

# Seeing Machines Ltd.

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## Seeing Machines gathers 5bn kilometres of naturalist driving data through Guardian technology

Seeing Machines Limited (LON:SEE) said its aftermarket driver monitoring technology Guardian has gathered over 5bn kilometres of naturalist driving data due to its extensive customer list globally.

The advanced computer vision technology company, which designs AI-powered operator monitoring systems to improve transport safety, said access to this set of driving data is fundamental to its success and underpinned by Human Factors research, providing the platform from which the company's automotive-grade driver monitoring technology has been developed and refined.

### READ: Seeing Machines to launch DMS kit on Qualcomm platform

"As part of everyday life and work, drivers are confronted with a myriad of situations that can impact safety. Real-world, on-road data is a big part of our ongoing research studies that enable Seeing Machines to offer market-leading driver monitoring technology," Mike Lenné, SVP Fleet and Human Factors at Seeing Machines said in a statement.

"To design for the real world, you need to understand the real world. Feeding these data into our machine-learning capabilities allows us to capture both predictable and edge-case behaviours to provide best in class safety technology for drivers globally," he added.

Seeing Machines shares rose 4% to 4.5p on Wednesday morning.

**Price:** 4.65

**Market Cap:** £156.48 m

### 1 Year Share Price Graph



September 2019 March 2020 September 2020

### Share Information

**Code:** SEE

**Listing:** AIM

<b>52 week</b>	<b>High</b>	<b>Low</b>
	5.67	1.3501

**Sector:** Hardware & electrical equipment

**Website:** [www.seeingmachines.com](http://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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