
PRESS RELEASE

Seeing Machines releases the 2023-24 Guardian Insights Report, highlighting alarming trends in driver fatigue and distraction from around the world

Over 11.6 million risky driving events recorded across 3.6 billion kilometres of travel in 12 months

- More than 600,000 instances of mobile device use while driving were detected
- On average, Guardian captured over 51 fatigue events per hour and more than 5 distracted driving events every minute
- Human analysts confirm every single event and operate 24/7, offering industry leading intervention to get drivers home safely

Canberra, 4 December 2024: Seeing Machines Limited (AIM: SEE), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, announces the release of its 2023-24 Guardian Insights Report. The insights are drawn from de-identified data collected from the company's leading driver fatigue and distraction solution, Guardian, aimed at commercial transport and logistics fleets, and scientifically proven to reduce fatigue related driving events by more than 90%.

The report takes information from over 60,000 vehicles and now covers all major global regions. Leveraging Seeing Machines' unparalleled, naturalistic driving data to pinpoint and address the trends surrounding risky driving habits, the report provides unique, critical insights into the challenges of driver fatigue and distraction worldwide, and underscores the urgent need for targeted, data-driven safety measures.

At a glance, Guardian captured a staggering 11.6 million risky driving events across fleets globally, as confirmed by human analysts in the 24/7 Guardian Centre. This included over 450,000 fatigue events and more than 2.7 million distracted driving events, with at least 23% of these being attributed to mobile phone use.

"Driver distraction and fatigue continue to contribute significantly to road fatalities and injuries worldwide," said Max Verberne, General Manager - Aftermarket, Seeing Machines. "This report not only highlights the scale of the issue but also provides actionable insights to help fleets mitigate the risks relating to driver impairment, reducing road accidents and protecting lives."

The report also provides regional comparisons, noting, for example, that Latin America accounts for nearly half of all distraction events globally, while the UK has the lowest rate of mobile phone distractions. These insights reflect the diverse challenges faced by fleets in different operating environments.

The Guardian Insights Report further demonstrates Seeing Machines' commitment to its mission of zero transport fatalities. The Company invites fleet managers, policymakers and safety advocates to explore the report and join the global effort to improve road safety.

The full report is [attached](#).

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About Seeing Machines (LSE: SEE)

Seeing Machines is a global company founded in 2009 and headquartered in Australia. It is an industry

Seeing Machines is 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 is revolutionising global transport safety. Its 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

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