

Seeing Machines Limited ("Seeing Machines" or the "Company")

29 October 2025

Seeing Machines announces Advanced Development Project with leading Japanese OEM

Seeing Machines Limited (AIM: SEE), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, announced that it has been selected to deliver an Advanced Development Project (ADP), directly with a Japanese OEM to deliver a feature rich Driver and Occupant Monitoring (DMS/OMS) platform solution. Many Japanese OEMs now require an upfront ADP phase before awarding automotive production contracts, and the Company expects this approach to become more common in future Japanese engagements.

Seeing Machines expects to receive a formal award for this automotive platform production business during the first half of calendar year 2026, with an expected production start date in the second half of 2028. This milestone highlights Seeing Machines' progress with this OEM partnership and the advancement of its technology solution.

Paul McGlone, CEO of Seeing Machines, commented: *"We are delighted to be working directly with a prominent Japanese OEM on this project, demonstrating our commitment, technical capability and alignment with their requirements. This engagement reflects growing recognition of our AI-powered DMS/OMS capability and marks an exciting milestone in our expansion within the Japanese automotive market."*

"Japan is a growing opportunity for us in Automotive and accounts for a large proportion of the current Seeing Machines RFQ pipeline. We look forward to strengthening this partnership, receiving the formal award in due course and delivering innovative in-cabin technology that enhances transport safety globally."

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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

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