

Immersive Technologies Wins Cat Branding Rights

Perth, Australia September 1, 2005

For Immediate Release

Western Australian-based Immersive Technologies has entered into a landmark licensing agreement with the world's largest manufacturer of mining and construction equipment.

The exclusive agreement with Caterpillar Inc allows Immersive Technologies to promote its Advanced Equipment (AE) simulator brand in conjunction with the globally renowned Caterpillar trademark.

A new mark, identifying licensed Caterpillar technology, is now being used by Immersive Technologies. This is the first application of the mark, which is intended to authenticate products that employ licensed Caterpillar Technology.

The introduction of the Licensed Technology mark continues a powerful association between the Immersive Technologies Company and Caterpillar. After an extensive evaluation of available simulator technology, and the growing impact of training simulators on the mining industry, Caterpillar last year announced it would exclusively recommend, and provide proprietary machine technical information for, Immersive Technologies' AE simulators.

With more than 65 AE simulators deployed in 14 countries around the world, Immersive Technologies has for more than eight years set the pace in the development of advanced mining equipment training simulators. Operator stations and exact working conditions for more than 55 different machine types have been created, and Immersive software has been used to replicate site surrounds at nearly 70 mine sites.

Sales and marketing agreements with some of the world's leading mining original equipment manufacturers (OEMs) ensure the extensive range of Immersive Technologies AE simulators achieve a superior level of realism and accuracy through the use of exclusively licensed proprietary data and machine technical information from the OEM.

Immersive Technologies chief executive officer Peter Salfinger said "the Caterpillar branding approval was a significant milestone for the company".

"It signifies further high-level acknowledgement of the uniqueness of our market offering," Mr Salfinger said.

"It also reflects an acceptance by Caterpillar that our simulators have become an integral part of the training programs of, and are producing significant benefits for, their customers – the world's major mining companies and contractors."

Immersive Technologies' expanding customer support base includes offices in Australia and the USA.

About Immersive Technologies

Established in 1993, Immersive Technologies is the leading global provider of operator training Simulators to the mining and earthmoving industries.

With more than 65 AE simulators deployed in 14 countries around the world, the company's simulators are integral to the operations of many world-leading mining companies who use the technology to improve operational safety and efficiency while driving down maintenance costs. Immersive Technologies' exclusive alliances with several leading original equipment manufacturers (OEMs) ensures its extensive range of AE simulators achieve a superior level of realism and accuracy through the use of exclusively licensed proprietary data and machine technical information from the OEM.

The company's expanding customer support base includes offices in Australia and the USA. For more information about Immersive Technologies, visit www.ImmersiveTechnologies.com