

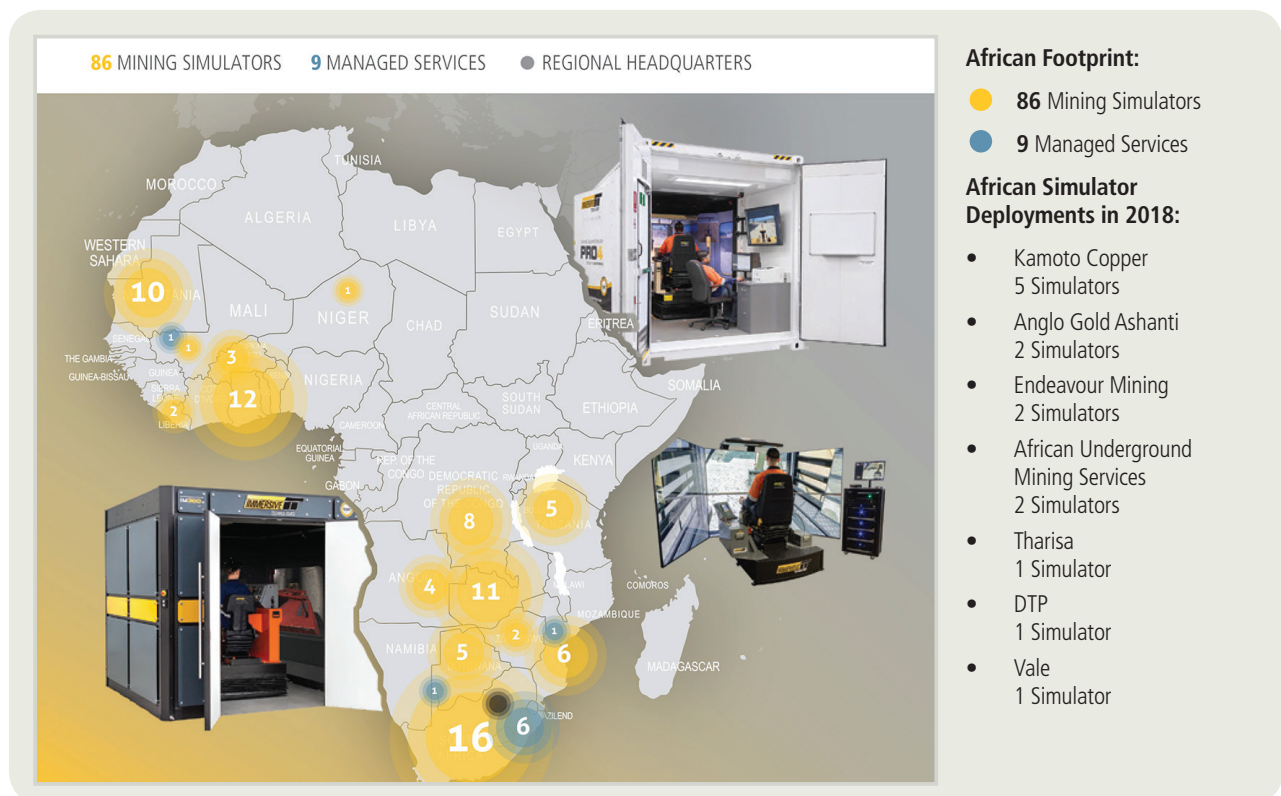
## Extensive Success in African Region Leads to Expanding Footprint for Immersive Technologies

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After a stellar year of adding new customers, renewing significant support contracts and world class customer results from across the region, Immersive Technologies has substantially increased investment to support the African market. The expansion has already deployed more African Training Advisors and Embedded Trainers, along with a growing Simulator rental fleet and investments in new products targeted to support African customers.

“Africa has always been one of our strongest markets, but the success and growth we are seeing has made it priority for focused expansion. We’ve developed new products and services specifically suited to many African customers and seeing their success over the past few years has led to our strategic attention for further growth,” says **Peter Salfinger**, CEO, Immersive Technologies.

In 2018, dozens of simulators and Conversion Kits have been deployed to both [surface](#) and [underground](#) mining operations, including Tharisa Minerals, Kamoto Copper, VALE Mozambique, African Underground Mining Services (Subika and Star & Comet), Anglo Gold Ashanti, DTP RAL 1 and Endeavour Mining. In addition to one of the largest simulator deployment years, Immersive Technologies has also significantly increased the services side of the business.



“Our support personnel pride themselves in the safety and productivity improvements our customers achieve. This is reflected in the level of repeat business we’re seeing from our African customers year after year, with many customers investing in service contracts that have now run for 12 years straight. We’ve also seen a dramatic uptake in our [Managed Service solutions](#). The customers utilizing these services are seeing the fastest ROI in the market due to our proprietary combination of people, process and technology” Salfinger says.

Over the past 12 months there has been a significant growth in simulation-based training products and services from Immersive Technologies. Products like the [LX3](#), [LX6](#) simulators and an increased rental fleet are part of the strategic growth plan.

The combination of simulators and services are generating impressive results. Earlier this year DTP mining was awarded Immersive Technologies’ Global Business Improvement award.

Example results recently reported from the African region include:

- 9% fuel consumption improvement saving 1.2 million liters annually with an estimated cost savings of \$725,000 USD
- 5.7% dragline productivity improvement
- 5% load time improvement
- 45% reduction in traffic incidents
- 81% reduction in operator risk assessment scores

“It’s an exciting time for both our current and our future customers in Africa. Immersive Technologies is driven to ensure our customers achieve the safety and productivity results they expect. Over the years we have compiled many of our customer success stories into a detailed 70 page report of documented results that we are always pleased to share.” Salfinger says.

[Download our African Footprint handout](#)

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### About Immersive Technologies

Immersive Technologies is the world’s largest, proven and tested supplier of surface and underground Advanced Equipment Simulators to the global mining industry. The company has achieved this unique position by focusing on its mission to increase Customer profitability by optimizing the safety and productivity of their operators. Immersive Technologies’ Advanced Equipment Simulators are helping hundreds of mining companies around the world to increase their equipment operators’ safety and site profitability through effective simulation training.

Immersive Technologies provides its customers with the most effective Advanced Equipment Simulators available. This is made possible through the formal licensing and technical information alliances Immersive has established with the leading Original Equipment Manufacturers (OEM), including: Caterpillar Global Mining, Hitachi, Komatsu and Liebherr. These unique alliances provide Immersive Technologies with access to the OEM’s proprietary and confidential machine technical information that is required to correctly simulate the OEM’s machines and is not available through other public or dealer channels.

# IMMERSIVE TECHNOLOGIES

## Media Release



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With advanced simulator modules deployed in 44 countries, Immersive Technologies is dedicated to provide outstanding service. To deliver on this commitment the company has customer sales and support offices located close to its customers in Perth and Brisbane Australia, Salt Lake City USA, Fort McMurray, Ottawa & Vancouver Canada, Monterrey Mexico, Lima Peru, Santiago Chile, Belo Horizonte Brazil, Bochum Germany, Johannesburg South Africa, Jakarta Indonesia, Kolkata India and Moscow Russia.

Immersive has the global mining experience, innovative technology, product range, OEM relationships, proven support commitment and industry vision to partner with you to ensure your simulator training solution delivers the significant results you expect.

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