

Immersive Technologies opens Brisbane support centre

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For Immediate Release

PERTH-based equipment training simulator technology leader, Immersive Technologies, has opened an east coast support centre as demand for its training simulators continues to grow.

The company's new Brisbane office has been established to provide customer support services to mining companies and other simulator users in Queensland, New South Wales and Victoria. BHP Billiton, Xstrata, Thiess and Anglo Coal are among current users of Immersive Technologies Advanced Equipment (AE) Simulators at mines in major eastern Australian coalfields.

The office also gives Immersive Technologies a sales and marketing presence in the heart of the Australian export-coal industry.

Regional Manager Mark Walker said the company had worked closely with one of the world's major coal producers, within Australia, to develop the coal industry's first dragline operator training simulator. The unit was released commercially in September, 2005.

"The Brisbane office has been established in response to customer requests for access to a closer support base," Mr Walker said.

"It will improve the quality and timeliness of our service to eastern states customers.

"Having an operations base in Brisbane positions us to grow our business in the opencut mining market, and it provides a platform to enter new markets.

"Our (simulator) technology has become the industry standard in simulator training. The market at this time looks particularly strong for future sales."

Immersive Technologies chief executive officer Peter Salfinger said the company was committed to improvement and expansion of its customer support effort.

"Our simulators are in use 24 hours a day at many customer sites," he said.

"We recognise the simulators are mission-critical to our customers. That is why we commit to five-year service and support packages delivered through our support department 24/7."

"The eastern states of Australia represents an important and growing market for Immersive Technologies, we are committed to growth that will allow us to better service our customers."

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' strategic alliances with many leading original equipment manufacturers (OEMs) ensures its extensive range of AE Simulator Conversion Kits 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