

# IMMERSIVE TECHNOLOGIES STRENGTHENS RELATIONSHIP WITH CATERPILLAR THROUGH GLOBAL LICENSING AGREEMENT

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*For Immediate Release*

Immersive Technologies Pty Ltd. announced today a major expansion of their long-standing relationship with Caterpillar through the signing of an exclusive global Technical Information and Licensing Agreement.

The agreement is an outcome of a recent 6 Sigma project by Caterpillar that investigated the potential to align growth in heavy equipment training simulators with current and future business requirements while also investigating suppliers of equipment simulators.

“This arrangement reflects our ongoing desire to develop strong business relationships with Caterpillar that will be mutually beneficial. Immersive Technologies has demonstrated it has the technology and capability to meet both Caterpillar’s and our mutual customer’s needs.” said Peter Salfinger, CEO Immersive Technologies.

“It makes good business sense for us to combine our strengths to improve the productivity of our customers through simulation training,” said Bill Berlinger, Manager of Corporate Technology Licensing at Caterpillar Inc.

Training simulators built by Immersive Technologies are able to achieve an advanced level of realism and fidelity through the use of proprietary data and machine technical information licensed from Caterpillar.

As part of this agreement Caterpillar will exclusively recommend Immersive Technologies’ products advanced training simulators to Cat dealers and customers. This agreement confirms Immersive Technologies’ position as the leading simulator supplier.

## **About Immersive Technologies**

Established in 1993, Immersive Technologies is the leading provider of advanced training simulator technologies that reduce risk and improve operational efficiency for mining and earthmoving operations. Immersive Technologies employs 85 people in Australia and the United States.

Immersive Technologies now has deployed 50+ Advance Equipment Simulators for Earthmoving Equipment, making use of 130+ Conversion Kits, in 13 countries around the world.

Immersive Technologies has strategic alliances with other equipment manufacturers and major mining companies.

To learn more about Immersive Technologies, please visit the company’s web site at [www.ImmersiveTechnologies.com](http://www.ImmersiveTechnologies.com)

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