

Appointment Underlines Latin American Market Importance

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For Immediate Release

Mining simulator technology leader Immersive Technologies has appointed a business manager to oversee its rapid growth in the Latin American market.

The new General Sales Manager for Immersive Technologies Latin America region, Alfonso Castaneda, has spent more than 17 years in sales and management positions with technology and mining equipment firms. Previous roles include Latin American Sales Manager for Micron PC, and Director Business Development Latin America & Europe, with Veratron Inc.

A Peruvian who studied electronic engineering at the University of Ricardo Palma, Mr Castaneda also spent two years as International Sales Manager for DrillPro International Inc before joining Immersive Technologies. He speaks Spanish and Portuguese, and has traveled extensively throughout Latin America.

Since supplying an Advanced Equipment (AE) training simulator in 2002 to Caterpillar equipment dealer Finning International, Immersive Technologies has achieved strong penetration of the Latin American market. It has since supplied two other simulators to Caterpillar equipment dealer sites, one to a Komatsu dealer, and three to mines in Peru, Chile and Colombia.

Mr Castaneda said mine operators in Latin American countries – currently investing heavily in expansions and new capacity development to meet burgeoning demand for minerals from China, India and other parts of Asia – were seeing significant benefits from the application and use of AE Simulators in their training programs.

“The mining industry in Latin America has recognized the benefits of simulation training of heavy equipment operators and has made significant changes to training procedures to include an Immersive Technologies simulator as part of training and development programs, with very high returns and impressive results,” he said.

Mr Castaneda said mine users of AE Simulators had already recorded:

- Reduced risk associated with the use of actual equipment for training.
- Reduced training time for operators, allowing them to commence work earlier than normal.
- Higher fleet utilization, and increased production, linked to reduced reliance on fleet machinery for training purposes.
- Improved operator safety and response to emergency situations such as vehicle fires.
- Reduced non-preventative maintenance costs, resulting from better operating practices.

“Many operating situations are impossible to train for without the risk of damage to equipment, or injury to operators,” Mr Castaneda said.

“One example is the incidence of fires. A site found that 80% of its operators failed to handle a truck fire correctly. It had lost trucks to this type of incident. Two weeks after simulator training with an Immersive Technologies AE simulator, a new operator was able to manage a fire correctly and saved the truck.

“Immersive Technologies AE simulators, with their advanced level of duplication of machine operating platforms and associated software which enables mine operator’s site conditions and features to be reproduced, give mining companies the opportunity to train personnel in any situation without exposing either equipment or people, to risk or damage.

“There is strong recognition of the advantages to be gained from such technology, and we are seeing a solid rise in business as a result.”

Significant growth in sales of Immersive Technologies AE simulators in Latin America mirrored the rate of expansion in other key markets, said Immersive Technologies Chief Executive Officer, Peter Salfinger.

“We are committed to supporting our fast-growing business in Latin America,” Mr Salfinger said.

“Several companies that have bought simulators for use at mines in other countries are now also using our simulators in Latin America. I am particularly pleased to see a high level of repeat purchase and use in such an important market.”

“The continuing build-up in the use of our simulators will necessitate ongoing investment in customer service and support and we are committed to making this investment,” he said.

“Apart from facilities and people, we have established the first mining simulator training group user forums, we have developed customized customer support programs, and our research and development strategy is built around customer feedback.”

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