

Liebherr Chooses Immersive Technologies

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For Immediate Release

EQUIPMENT simulator technology leader, Immersive Technologies, has been selected by Switzerland's Liebherr as its alliance partner in the development of advanced simulator-based training products for the mining industry.

One of the world's leading manufacturers and suppliers of mining excavators and dump trucks, Liebherr will exclusively recommend Immersive Technologies Advanced Equipment (AE) Simulators for its mining truck product range.

Liebherr will provide Immersive Technologies with technical data for the development of Liebherr equipment Conversion Kits for the industry leading AE Simulator, ensuring simulator training realism and operational accuracy for users of Liebherr equipment.

Immersive Technologies has strategic, high-level alliances with many of the world's leading mining original equipment manufacturers (OEMs). Customers benefit directly from these alliances through superior training products together with the comfort of knowing that the OEM is exclusively recommending Immersive Technologies to its customers.

"I am pleased that once again a major OEM has evaluated suppliers of simulators and chosen to go with Immersive Technologies exclusively," said Immersive chief executive officer Peter Salfinger.

"There is no doubt that Liebherr machines are becoming more and more popular in the global mining market. We are excited to be working with them to deliver authentic equipment training systems to our mining customers."

About Liebherr

Established in 1949 by Hans Liebherr, today the Liebherr Group is the world's largest family owned manufacturer of construction equipment.

The Liebherr Group comprises more than 100 companies in every continent of the world and employs a workforce of more than 23,000 people. In the past few years the Liebherr Group has undergone dynamic development and in 2004 achieved a total consolidated turnover of 4.6 billion Euro.

Liebherr manufactures a construction machinery program that includes full model lines for tower cranes, mobile cranes, crawler cranes, hydraulic excavators, duty cycle crawler cranes, mining trucks, wheel loaders, crawler tractors and loaders, pipe layers, concrete mixing plant and truck mixers.

Liebherr also supplies extensive product families in many other sectors. For cargo handling there are ship, offshore, container and harbour mobile cranes; in plant and equipment construction, Liebherr is a supplier of machine tools and material flow technology, in the aircraft equipment sector Liebherr supplies landing gear, actuation and air management systems and in the traffic technology sector equipment for rail vehicles. In the domestic appliances sector Liebherr is a specialist in the production of refrigerators and freezers, with a program of over 300 basic models. For more information about Liebherr, visit www.liebherr.com

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