

Immersive Technologies Global Expansion

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For Immediate Release

A MOVE to new administrative and research headquarters in Perth is expected to contribute to the growth momentum of the successful mine-technology developer and exporter, Immersive Technologies.

The leading supplier of advanced simulator-based training systems to the global mining industry has split its rapidly expanding product development and production operations, giving each area more room to grow in a period of surging demand for Immersive Technologies' products and services.

The new Osborne Park office, not far from the company's production facility, also houses Immersive Technologies' finance, sales, marketing, human resources and executive management personnel.

Inaugurated by Immersive Technologies chairman Roderick Brown in front of Perth staff and a number of invited guests, the new headquarters is the third new office opened by the company in the past two years. It previously established sales and technical support centers in Utah, USA, and Brisbane, Queensland.



Mr Brown said recent strong sales into emerging markets such as Africa and South America added to the company's leading position in the Australian, Asian and North American advanced equipment simulator markets.

"We have experienced rapid growth in the past two years and, judging by the current level of interest in our products and services, we are set for a further period of expansion," he said.

"The company certainly appreciates the faith and support of our customer base, and we look forward to passing on the benefits of our latest training certification, research and development, and service initiatives in the months ahead.

"We also appreciate the efforts of our staff, who have helped position the company at the cutting edge of product development and service delivery in this field.

"Thanks go to the many Immersive employees who helped ensure a smooth and efficient transition to this new building."

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 75 AE Simulators deployed in 16 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