

Immersive Technologies Races Ahead

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For Immediate Release

A booming mining industry has seen huge global demand for Immersive Technologies' Advanced Equipment (AE) Simulators with 90 AE Simulator training modules purchased in the past 12 months.

330 AE Simulator modules are now operating at 130 locations in 21 countries around the world with customers including mines, equipment dealers and operator training schools. With mining operational issues ranging from skill and labour shortages to a lack of tires the AE Simulator has proven itself to be the "must have" technology to help overcome these major problems.

Mining companies who purchased AE Simulators during the past 12 months include; Anglo Coal, Antofagasta Minerals, Asarco, Australian Bulk Minerals, Barrick Gold, BGC Contracting, BHP Billiton, BHP Billiton Mitsubishi Alliance (BMA), CNRL, Compañía Minera Collahuasi, CP Mining (Sino Iron), CVRD, El Dorado Kisladag, Elk Valley, First Quantum Minerals, Goro Nickel, Griffin Coal, Rio Tinto, Harmony Gold, Kinross, Goldcorp, Newmont, Phelps Dodge, Phu Bia Mining, PT Inco (CVRD), PT Leighton, PT Saptaindra, PT Thiess, and Xstrata.

Demand has also increased from operator training schools, including; Poro School (New Caledonia), Northlands College (Canada) and Beville State Community College (USA). This is in addition to AE Simulators commissioned at Southern West Virginia Community and Technical College (USA), West Virginia University (USA), Keyano College (Canada) and Sena College (Columbia).

"A very positive sign for Immersive has been the high level of repeat purchases from existing customers. They are achieving real results from their AE Simulators, including increased operator safety and reduced costs", said Peter Salfinger, Chief Executive Officer for Immersive Technologies.

Endorsing the benefits of the AE Simulator is Hitachi Construction Machinery who is the most recent manufacturer to enter into an exclusive alliance agreement with Immersive Technologies. This agreement was signed in Tokyo in September this year. Immersive Technologies now holds exclusive alliances with the world's leading OEM's including; Caterpillar, Komatsu, Hitachi, Liebherr and Bucyrus.

"Through these OEM alliances we gain exclusive access to confidential proprietary technical information which authenticates our simulators providing the customer with confidence", said Peter Salfinger.

High demand for Immersive Technologies' products has led to further investment to expand the company's already sizable engineering capability and regional sales and support offices.

Clearly positive about the future, Peter Salfinger said *"We are very pleased the mining industry can see the value offered by Immersive Technologies. As part of this training revolution we are continually extending our products and services to deliver even more value to our customers"*.



About Immersive Technologies

Immersive Technologies is the world's leading supplier of operator training simulators used in the mining and earthmoving industries. We have 330 simulator modules at 130 locations in 21 countries.

Our Advanced Equipment (AE) Simulators are considered vital to many of the world's leading mining companies such as BHP Billiton, Rio Tinto, and CVRD. From the Congo to northern Canada, mines are increasing safety and reducing their cost per tonne by using our simulators daily to train and test their operators.

We have exclusive technical alliance agreements with the leading Original Equipment Manufacturers (OEM), including; Caterpillar, Komatsu, Liebherr, Hitachi and Bucyrus. These OEMs work solely with Immersive Technologies to ensure our simulators are the most accurate and deliver the best training.

Our customer support offices are located in Perth and Brisbane Australia, Salt Lake City USA, Johannesburg South Africa, Amman Jordan and we are opening an office in Santiago Chile for South America in early 2008.

www.ImmersiveTechnologies.com