

## Immersive Technologies wins top prizes at State Awards

6 November 2008

Perth, Australia

Immersive Technologies has won 2 major prizes at the Western Australian Industry and Export Awards, including the "Premier's Award for Excellence", the evening's highest honor.

Held on Friday 31st October at the Hyatt Regency, Immersive Technologies' leading mining simulation technology was also the winner of the Education and Training Export Award, which recognizes "outstanding innovation and export achievement in the field of education and training services, expertise and curriculum."

The Western Australian Industry and Export Awards, now in their 20th year, also acknowledge the important contribution that Western Australian businesses make to the local economy through job creation and increased prosperity.

With 380 simulator modules at 155 locations in 23 countries Immersive Technologies' world leading simulation technology is seen as the industry standard for its proven ability to increase operator safety, reduce unscheduled maintenance, improve productivity and lower cost per tonne. The technology is supported by global exclusive alliances with Original Equipment Manufacturers (OEMs) including Bucyrus, Caterpillar, Hitachi, Komatsu and Liebherr. These exclusive alliances provide the detailed proprietary information necessary to accurately replicate the real equipment and provide the highest levels of training transfer and retention.

Peter Salfinger, CEO, Immersive Technologies, says: "We were delighted to receive the awards, particularly given the list of capable contenders. These awards acknowledge the dedication, innovation and passion of the Immersive team in Perth and around the world."

Salfinger attributes the company's success to "a very focused strategy that sees us concentrate our efforts on the mining and earthmoving industries and on how we can create the most value for our customers."

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### About Immersive Technologies

Immersive Technologies is the world's leading supplier of operator training simulators used in the mining and earthmoving industries. We have 380 simulator modules at 155 locations in 23 countries.

Our Advanced Equipment (AE) Simulators are considered vital to many of the world's leading mining companies such as BHP Billiton, 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 licensing and technical information alliances with the leading Original Equipment Manufacturers (OEM), including: Bucyrus, Caterpillar, Hitachi, Komatsu and Liebherr.

Our customer support offices are located in Perth and Brisbane Australia, Salt Lake City USA, Johannesburg South Africa, and Santiago Chile.

For more information and associated media please contact:

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