

## North American expansion for simulator leader

23 February, 2009  
Salt Lake City, USA

Immersive Technologies, the world's leading supplier of operator training simulators used in the mining and earthmoving industries, has underlined its commitment to growth and customer support in the Americas with a move to new regional headquarters in Salt Lake City, Utah.

The move to bigger premises follows a period of strong sales for the company in the region with the new facilities allowing for expansion of customer support and improved staff development opportunities.

"The company's investment in new facilities demonstrates its ongoing long-term commitment to North America to both staff and customers," said an Immersive Technologies' representative.

"The facility has provided a significant functional improvement, with expanded areas for service and sales, together with larger simulator demonstration and training facilities."

"We also recently increased our capability to support Canadian customers with the commencement of a service engineer in Calgary in Jan 2009."

"In an environment of lower commodity prices, many of our customers are increasingly applying our innovative solutions to reduce their cost and risk of operations. This expansion positions Immersive Technologies to better support them," said the Immersive Technologies representative.

Immersive Technologies last year supplied its largest individual order when it provided five AE Simulators to Elk Valley Coal (now Teck Cominco Coal) in Canada. The company has also recently supplied simulators to Western Goldfields' new Mesquite gold mine in California, and to Chevron's oil sands mining operations in Canada's Athabasca Basin.

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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 450 simulator modules in 25 countries.

Our Advanced Equipment (AE) Simulators are considered vital to many of the world's leading mining companies. 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: 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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