

Immersive Technologies bucks the economic trend with record production levels

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Perth, Australia

In a climate that has left many businesses carefully weighing their options, Australian company Immersive Technologies is staying the course, creating strong financial growth and confirming its status as the worldwide leader of earthmoving simulation technology.

With a focus on Operator Optimization and supporting solutions Immersive Technologies has attained a new 12 month record, producing 100 of its advanced simulator modules, or Conversion Kits®, during the 2008/09 Financial Year.

The 100th Conversion Kit® module for the year simulates the operation of a dragline and was completed in June 2009 for customer Peabody Energy in the United States.



Immersive Technologies' Dragline Conversion Kit®

Immersive Technologies has global exclusive technical and licensing agreements with the five leading Original Equipment Manufacturers (OEM). Through these OEM alliances Immersive gains exclusive access to confidential proprietary technical information which authenticates the simulators and its Conversion Kit machine modules providing the customer with confidence.

Immersive Technologies' Chief Executive Officer, Peter Salfinger said, "I am extremely proud of all the employees at Immersive for achieving this latest record. It is testament to our company's continued vision to make every mining and heavy equipment operator in the world safer and their employer more profitable with our simulation technologies."

"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.

High levels of attendance at Immersive Technologies' recent 2009 Americas User Group Forum in Park City Utah, clearly demonstrate the industry's growing acceptance and reliance on Immersive Technologies' advanced equipment simulator technology, and the company's ability to continually deliver industry leading training solutions.

With simulation training providing a significant positive impact on safety, productivity and maintenance levels, all indicators point to the continued strong growth for Immersive Technologies.

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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 480 advanced mining equipment simulator modules in 28 countries.

Our Advanced Equipment (AE) Simulators are considered vital to many of the world's leading mining companies such as BHP Billiton, CVRD and Rio Tinto. 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, Liebherr and P&H.

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

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