

## Canadian college invests in simulation training and the mining industry

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The College of the North Atlantic's Labrador West Campus has purchased two advanced equipment simulators from leading supplier Immersive Technologies to support their Mine Technical Training program.

Widely used in mines around the world Immersive Technologies' equipment simulators accurately recreate the operator cab environment of surface and underground mining machines.

Students become familiar and competent with the machines controls and mine operating practices without causing equipment damage, reducing productivity or risking their safety.

Immersive Technologies' exclusive alliances with the leading OEMs including Caterpillar, Komatsu, Hitachi, Liebherr and P&H MinePro, provides Immersive with access to the necessary OEM technical information that is required to accurately develop simulators for their equipment. This information is not available through other public, or dealer channels.

As a public college, the College of the North Atlantic prides itself in offering the lowest tuition fees of any post-secondary institution in Atlantic Canada and quickly recognized advanced simulation training technology as a method of introducing its Mining Technician students to the operation of heavy equipment at a mine site.

Dr. Richard Sawyer, Campus Administrator said, "These haul truck simulators will give our Mining Technician students an excellent feel for the equipment used in the mines in the area. Students will learn how to operate the equipment safely in optimal, as well as potentially hazardous, conditions."

Largely built on the iron ore industry, much of the Labrador City workforce is involved in mining. The college saw the upgrade of their Mining Technician program a key method to better support industry's requirements, in particular the local Iron Ore Company (IOC), Canada's largest iron ore producer and a leading global supplier of iron ore pellets and concentrates.

Immersive Technologies Vice President North America, Cory Cook said, "This application of simulator training by the College of the North Atlantic further demonstrates the growing demand for education institutions to provide cost effective and competitive training solutions that can support the mining industry's need for competent, safe operators that can immediately provide value to the bottom line."

Cook continued, "The global mining industry is readily looking to implement next-generation training methods to support their operational targets. Progressive educational institutions such as the College of the North Atlantic who meet these demands ensure a strong and profitable industry."

The simulators are due to be commissioned in late February 2011.

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# IMMERSIVE TECHNOLOGIES

## Media Release



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### About Immersive Technologies

Immersive Technologies is the world's largest and most proven supplier of surface and underground mining equipment simulators to the global mining industry. The company has achieved this unique position by focusing on its mission to make every mining and earthmoving equipment operator in the world safer and their employer more profitable through its simulation technologies. Immersive Technologies' Advanced Equipment Simulators are helping hundreds of mining companies around the world to increase their equipment operators' safety and site profitability through effective simulation training.

Immersive Technologies' provides its customers with the most effective mining equipment simulators available. This is made possible through the formal exclusive licensing and technical information alliances Immersive has established with the leading Original Equipment Manufacturers (OEM), including: Caterpillar, Hitachi, Komatsu, Liebherr and P&H MinePro. These unique alliances provide Immersive Technologies with exclusive access to the OEM's proprietary and confidential machine technical information that is required to correctly simulate the OEM's machines and is not available through other public, or dealer channels.

Immersive Technologies is dedicated to provide outstanding service. To deliver on this commitment the company has customer sales and support offices located close to its customers in Perth and Brisbane Australia, Salt Lake City USA, Calgary Canada, Santiago Chile, Lima Peru, Johannesburg South Africa, Amman Jordan, Jakarta Indonesia and Kolkata India.

Immersive has the global mining experience, innovative technology, product range, OEM relationships, proven support commitment and industry vision to partner with you to ensure your simulator training solution delivers the significant results you expect.

For more information and high resolution supporting media please contact:

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