

## TrainerAdvantage™ simulator certification reaches new heights

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Immersive Technologies, the leading supplier of surface and underground operator training simulators to the global mining industry, today announced a significant milestone with the certification of its 1000th TrainerAdvantage™ participant.

This unique, globally-recognized certification program was launched by Immersive Technologies in 2006 to assist its customers to achieve a strong return on investment from their Immersive Technologies' simulators, through improved understanding and application of the technology.

Designed for simulator training supervisors, the three level certification programme includes classroom and hands-on sessions working with their simulator under the instruction of an Immersive Technologies' instructor. Each level is designed to progressively increase the trainer's knowledge, from basic operation of the simulator to advanced administration and management.

Peter Salfinger, Chief Executive Officer of Immersive Technologies' said, "We are extremely pleased by the global acceptance of this certification program. Consistent feedback from our customers confirms TrainerAdvantage™ is an important tool to help drive the value from their simulator investment that they expect."

"The training and certification of 1,000 operator trainers is a positive reflection that the industry recognizes the significant difference well-utilized Immersive Technologies' simulators can make to a site's safety and profitability."

"It also provides mines with a valuable standard to use when recruiting new training staff for their Immersive Technologies' simulators. It is common now to see mines advertising for training staff with the TrainerAdvantage™ certification."

TrainerAdvantage™ is one part of a comprehensive package of support services available to Immersive Technologies' customers. Other elements include technical support, training systems integration and analytical measurement.

Salfinger concluded, "We recognized long ago that we needed to do much more than just deliver great technology to mine sites. We work hard to listen carefully to our customers and provide intelligent and customized solutions that solve their site specific issues."

Immersive Technologies will demonstrate its latest range of surface and underground simulators this September in Sydney Australia at AIMEX 2011.

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# IMMERSIVE TECHNOLOGIES

## Media Release



Advanced Equipment Simulators

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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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