

Immersive Technologies' commitment to growing Canadian market a reality

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Immersive Technologies, the world's leading supplier of simulation solutions for heavy equipment to the mining and earthmoving industries, has underlined its commitment to growth and customer support across Canada with two new regional headquarters in Calgary and Ottawa.

The regional expansion sees additional sales, support and training services personnel located in both the eastern and western Canadian locations.

Kris DeGiacomo, Regional Manager – Eastern Canada said, "The decision to expand the company's presence across Canada ensures we can provide rapid service and support to our growing mining and educational customer base. It is a significant investment and a clear sign of our focus and long-term commitment to make every Canadian mining and earthmoving operator safer and their employer more profitable with our simulation technologies."

Immersive Technologies is no stranger to the Canadian mining industry with 30 advanced equipment simulators and in-excess 70 modular equipment units (Conversion Kits®) already deployed across the country.

Its mining customers include names such as Teck Resources Ltd, Nuna Logistics and Toromont Caterpillar, whilst the company also notes a growing number of educational institutions adopting the advanced training technology including Keyano College, Northlands College and the College of North Atlantic.

DeGiacomo continued, "Industry feedback from both the mining and education sectors has been excellent. Our global reputation for successfully deploying the most sophisticated and reliable simulator technology linked to a mature and field proven implementation program is vitally important within this rapidly expanding and important global market."

The Canadian mining industry is currently experiencing a strong rebound following the Global Financial Crisis (GFC) with figures from Natural Resources Canada released in May 2011 indicating the total value of minerals produced in Canada increased by 36.2% year-on-year to CAD\$41.2bn.

Ken McBride, Regional Manager – Western Canada said, "Not surprisingly with such a strong underground mining population, our UG360 underground equipment simulator has received a fantastic reception for its ability to provide a safe and highly realistic learning environment coupled to powerful measurement and reporting capabilities. We have a number of opportunities underway at the moment and expect to see strong growth."

"Over the past 12 months, many mines that were temporarily closed during the GFC have reopened and there are a number of new mines and project expansions planned for the coming years. That means a growing demand and strain on the industry to supply safe and productive operators. Immersive Technologies simulators have demonstrated in 30 countries around the world to be the most reliable and proven method of safely optimising our customers' operator workforce to meet production targets and reduce reactive maintenance." concluded McBride.

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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 Mining Equipment. 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, 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.

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