

Eight of the World's Top Ten Miners Utilize Simulation Training from Immersive Technologies

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Eight of the world's top ten miners utilize simulation training from Immersive Technologies as a key tool for the recruiting, training and optimization of their operator workforce.

The finding comes following a review of recent figures released from the business review site, Forbes.com, which listed the world's largest mining companies based on a new, more comprehensive measure—of combining levels of market capitalization, sales, profits, and assets.

The top 10 mining companies on the list include; Vale, Rio Tinto, BHP Billiton, Xstrata, Anglo American, China Shenhua, Freeport Copper, Barrick Gold, Norilsk and Newmont. These miners currently have implemented, in their training programs, approximately 40% of Immersive Technologies' globally deployed population of 270 Advanced Equipment Simulators and 615 interchangeable cabins known as Conversion Kits.

Peter Salfinger, Chief Executive Officer of Immersive Technologies said, "I believe these figures are no coincidence. Mining companies looking to increase site safety and profitability search out suppliers that have a record of successfully deploying high quality products and services that deliver quantifiable results to mining operations. Immersive Technologies maintains a keen focus on understanding the needs of the mining industry to ensure our customers are benefiting from the industry's best training products, support and structured approach to implementation on site."

"We are proud of our relationships with all of our customers, but the fact that eight of the world's top ten mining companies are long-term and repeat customers, speaks volumes and is recognition of our goal to make every operator safer and their employer more profitable with our simulation technologies."

Immersive Technologies' products account for 90% of all advanced surface and underground mining simulator sales, and it is the only simulation company to have exclusive alliance agreements with five of the leading Original Equipment Manufacturers (OEMs), including Caterpillar and Komatsu.

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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



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Media Release



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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 and Ottawa 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.

For more information and high resolution supporting media please contact:

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