

Syncrude Awarded Immersive Technologies' Global Business Improvement Award for 2011

27 March, 2012

Syncrude's Mildred Lake and Aurora mining sites received the Immersive Technologies' 2011 Business Improvement Award for outstanding results with its simulator-based operator training program.

Syncrude used its simulator-based operator training program to reduce production loss, improve equipment availability and advance operator safety initiatives. The Canadian oil sands company now has the ability to measure effectiveness of its training curriculum and program. Syncrude was chosen as the 2011 recipient of this award from more than 200 Immersive Technologies' mining customer locations in 31 countries.

In its fourth year, Immersive Technologies' Business Improvement Award recognizes achievements of mine sites focused on improving operational safety, efficiency and productivity achieved through strategic and focused training initiatives. Kinross Fort Knox was recognized as the 2010 BI Award winner for their adoption of this strategic integrated approach to simulator-based equipment training.



Business Achievement Award presented to Syncrude

Syncrude adopted a comprehensive operational improvement program developed jointly with Immersive Technologies. The program identified performance goals and used targeted simulation exercises and classroom training sessions to accelerate safety, production and profitability milestones.

"Our successes can be attributed to the quality of training our operators receive from our training teams, shift trainers and mentors that include field, classroom and simulator sessions," said Brian Fairley, Syncrude Vice President, Production. "Our leadership at Mildred Lake and Aurora mines recognize the important role played by the simulators in the development of our heavy hauler fleet and shovel operators. We have made a great deal of progress on safety, reliability and productivity with their continued support."

"We are excited for Syncrude in receiving this year's award," said Cory Cook, Immersive Technologies' Vice President North America. "Their commitment and enthusiasm to continually improve the safety and efficiency of their equipment operator's skill sets is second to none and exemplifies the positive change and focus on training programs we are seeing from our customers globally. Utilizing Immersive Technologies' advanced simulators and training integration programs, customers have a proven method to measure the positive effect of their training programs on their site operations."

Syncrude is one of the leading producers in Canada's oil sands with a production capacity of 350,000 barrels per day.

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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 providing 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.

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