

USA's Largest Producer of Metallurgical Coal 'Running Right' with Immersive Technologies Underground Coal Training Simulator

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Leading USA coal mining company, Alpha Natural Resources, has chosen Immersive Technologies to supply an Advanced Equipment Simulator for underground continuous miner operator training. This marks an important milestone in the underground coal industry as simulation training at this level has not previously been available. Alpha plans to integrate the simulation technology into their Running Right Leadership Academy. This \$18 million dollar training facility in West Virginia is set to open in June 2013. The facility is approximately 126,000 square feet with a state-of-the-art mine simulation lab for operator training. Running Right is Alpha's operating philosophy, based on employee engagement and continuous improvement.

The newly released CM360-B Advanced Equipment Simulator provides an authentic and comprehensive recreation of an underground coal mining work environment and will be a key element in the Alpha Natural Resources Running Right Leadership Academy. The full 360 degree visual experience recognizes the distinct operating conditions of the underground mining environment.

The Academy will provide a comprehensive mine training curriculum and will be available to Alpha employees as well as any mine operator that wishes to take advantage of the facility to train its employees.

"We are proud to support Alpha Natural Resources and the Running Right Leadership Academy in underground coal mining operator training. They are pioneers in this field and setting a valuable precedent in underground coal safety and the importance of properly trained operators," says Richard Beesley, Immersive Technologies Underground Coal Business Unit Manager.

To ensure the Academy produces the highest level of trained operators the investment includes technical support and Training Systems Integration (TSI) professional services to deliver best practice implementation, fast track return on investment and customized training curriculum.



Immersive Technologies' CM360-B Advanced Equipment Simulator will be a key training component at Alpha Natural Resources' Running Right Leadership



Actual Simulation of JOY 14CM15 Continuous Miner loading JOY 10SC32-3 with TX3 Remote

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Media Release



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“We look forward to partnering with Alpha Natural Resources, ensuring that every operator trained on an Immersive Technologies simulator is Running Right,” Beesley said.

Alpha Natural Resources is the largest producer of metallurgical coal in the USA and the third largest producer of metallurgical coal in the world.

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About Immersive Technologies

Immersive Technologies is the world’s largest, proven and tested supplier of surface and underground Advanced 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 Advanced 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.

With advanced mining equipment simulators deployed in 33 countries, 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, Ottawa & Vancouver Canada, Monterrey Mexico, Lima Peru, Santiago Chile, Bochum Germany, 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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