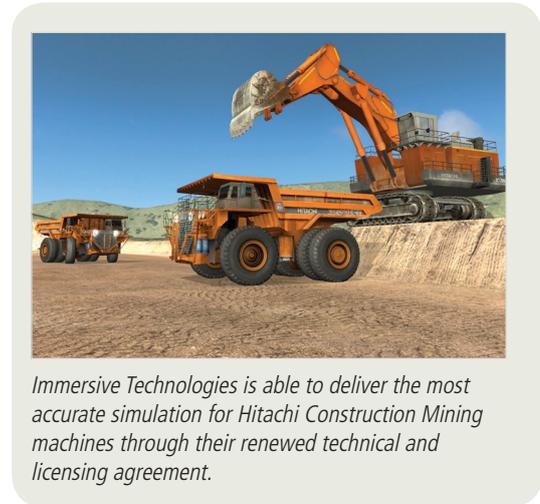


## Hitachi Construction Machinery and Immersive Technologies Renew Exclusive Partnership

14 June, 2013

Hitachi Construction Machinery Co., Ltd (HCM) has renewed its exclusive partnership agreement with Immersive Technologies for a further five year period. This partnership aims to cultivate this mutual relationship for the benefit of the two company's mutual customers.

The agreement provides Immersive Technologies with continued access to HCM's proprietary engineering information and engineering staff. This will facilitate the ongoing development and support of the mining industries leading range of advanced equipment simulators, which are designed by Immersive for equipment operator training and workforce development. This level of collaboration between equipment manufacturer and simulator supplier is considered essential in order for simulation based training solutions to deliver consistent and quantifiable improvement in mine safety, efficiency and environmental impact.



*Immersive Technologies is able to deliver the most accurate simulation for Hitachi Construction Mining machines through their renewed technical and licensing agreement.*

Essential training feedback will be provided to HCM by Immersive Technologies representing general operator behavior. This will be utilized by HCM for development, improvement, troubleshooting, etc. of the actual mining equipment. This feedback will take the form of aggregated data extracted from Immersive Technologies' Global Operator Benchmarking System, a proprietary tool which contains performance data collected from over 46,000 mining equipment operators from around the world.

"HCM acknowledges the advantages of working with Immersive Technologies, the leading supplier of mining equipment operator training simulators, to provide the highest level of simulated training experience to equipment operators to maximize safety, production efficiency and product integrity," said Kiyooki Maekawa, Senior Officer and Vice President, Global Mining Division HCM. "I am convinced that this agreement will strengthen the partnership to add value to the simulator product. With confidence, HCM recommends this support tool which will provide an effective and highly reliable solution."

"We are honored to renew our partnership with Hitachi Construction Machinery which enables us to ensure our joint customers gain the maximum benefit from their simulator investment and ultimately from their mining equipment," said Peter Salfinger, CEO Immersive Technologies.

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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

# IMMERSIVE TECHNOLOGIES

## Media Release



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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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