

Immersive Technologies Celebrates 30 Year Anniversary

24 February 2023

From humble beginnings producing computer-based training for companies like BHP, Caltex, WesTrac and Macmahon, it didn't take long for our founders to be trusted by mining customers to develop a solution that took training to the next level, a fully "Immersive" experience. By the mid 1990's and with only 7 staff the business was on a journey to develop the world's first [Advanced Equipment Simulator](#) for the mining industry. The first commercial simulator was exhibited at the Diggers and Dealers Conference (Kalgoorlie) in 1998. The business opportunities exploded and the next two sales were overseas to Kaltim Prima Coal, Indonesia and Geita Gold in Tanzania. Soon after another "first" was launched with our mining excavator range and then the "first" mining Wheel Loader simulator was delivered.

In 2005, the "first" Dragline simulator was produced, winning an award at the Australian Mining Prospect Awards. By the end of 2006 the business had sold 85 simulators in 17 countries. By 2008, 155 simulators in 23 countries. By 2010 the [underground range](#) was released, and the business had customers in 29 countries. By 2016, our exports reached mines in 40 countries.



First Advanced Equipment Simulator for the mining industry - AES Series 1

Fast forward to today, Immersive Technologies products and services are trusted by hundreds of mine sites across 49 countries and we are still driven by our passion to provide innovative and valuable workforce solutions. Having delivered over 560 simulator platforms and 1400 Conversion Kits, simulating 22 different mining OEM's, our solutions to industry challenges are much broader than just simulator technology. Our service and advisory expertise is extensive with a portfolio of work that delivers real quantifiable value in mine safety, productivity, reliability and sustainability.

IMMERSIVE TECHNOLOGIES

Media Release



EXPECT RESULTS

Phone: +61 8 9347 9011

Fax: +61 8 9347 9090

Email: enquiries@ImmersiveTechnologies.com

Web: www.ImmersiveTechnologies.com

As advancements in mine technology create new training needs, we develop new learning technologies to support Operators and Supervisors running Collision Avoidance, Autonomous Haulage solutions, in addition to our collaboration with Komatsu in the area of Tele-operation of mining machines. It has been our privilege to respond with agility to the needs and Voice of our Customers and to earn the mining industry's trust.



PRO5 - Advanced Equipment Simulator equipped with 3D stereoscopic display and professional grade visual system

Throughout our 30 years in business and into the future, it is our partnership with you that drives us forward.

Please join Immersive Technologies in celebrating our 30 Year Anniversary.

David Anderson, CEO



IMMERSIVE TECHNOLOGIES

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E X P E C T R E S U L T S

Phone: +61 8 9347 9011

Fax: +61 8 9347 9090

Email: enquiries@ImmersiveTechnologies.com

Web: www.ImmersiveTechnologies.com

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 increase Customer profitability by optimizing the safety and productivity of their operators. 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.

With advanced simulator modules deployed in 49 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 and Tucson USA, Fort McMurray, Vancouver Canada, Estado de México Mexico, Lima Peru, Santiago Chile, Belo Horizonte Brazil, Bochum Germany, Johannesburg South Africa, Jakarta Indonesia, Kolkata India and Moscow Russia.

Immersive has the global mining experience, innovative technology, product range, industry endorsement, 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 associated media please contact:

Andres Arevalo

Global Marketing Promotions Manager - Immersive Technologies

aarevalo@ImmersiveTechnologies.com | Tel: +61 (8) 9347 9011 | www.ImmersiveTechnologies.com