

Global best practice driven forward by AE Simulator Users and Immersive Technologies

30 June, 2009

Salt Lake City, United States of America

Immersive Technologies has held its largest and most successful simulator User Group Forum to date. Themed *Operator Optimization*, the three-day event provided Immersive Technologies' customers the opportunity to discuss best practices in simulator implementation and utilization, explore new product and service offerings, while networking within the world's largest mining simulator user base.

Held between 3rd - 5th June 2009, in the picturesque hills of Park City Utah, this year's event was the fourth Americas User Group Forum Immersive Technologies has hosted to support its extensive customer base across North and South America.

Being part of the only global operator training simulator forum in the world focused on mining, this event continually gains strong support and participation from the world's largest mining companies and Original Equipment Manufacturers (OEMs) who are focused on improving operational safety, efficiency and profitability.

As the leading global supplier of mining simulators, Immersive Technologies' User Group Forums are key to refining the global simulator standards and developing best practices for operator training.

Immersive Technologies' Chief Executive Officer, Peter Salfinger said, "We are extremely pleased with this year's attendance in light of the current global economic situation. Results reported during customer presentations, together with discussions during the workshops continue to demonstrate the significant impact simulation training is having on the safety and profitability of mining companies around the world as they turn their attention to achieving more from their current resources."

Salfinger continued, "It was inspiring to hear customers sharing examples of how closely their simulator data is mirroring their in-pit data and the tangible results being achieved. However it is even more exciting to see the Immersive simulator community supporting each other and taking an active role in the continual development of the training technology."



Immersive Technologies 2009 Americas User Group Delegates

This year's event saw customers attending from over 25 leading resource companies, with detailed presentations from Peabody Energy, Rio Tinto Energy Coal, Syncrude, Kinross and Beville State College. Presentations were coupled with hands on new product demonstrations, interactive discussion workshops and a variety of fun networking events.

"With nearly 600 equipment trainers globally now certified in Immersive Technologies' Trainer*Advantage*[™] program, the User Group Forums are the perfect environment for these training professionals to meet, discuss industry trends, and actively participate in the future direction of simulation within the mining industry", said Salfinger.

The *Operator Optimization* theme will continue to be the focus at Immersive Technologies' sister event, the African, Asia-Pacific and European User Group Forum, due to be held in October 2009 in Perth, Australia.

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About Immersive Technologies

Immersive Technologies is the world's leading supplier of operator training simulators used in the mining and earth moving industries. We have 450 advanced mining equipment simulator modules in 25 countries.

Our Advanced Equipment (AE) Simulators are considered vital to many of the world's leading mining companies. From the Congo to northern Canada, mines are increasing safety and reducing their cost per tonne by using our simulators daily to train and test their operators.

We have exclusive licensing and technical information alliances with the leading Original Equipment Manufacturers (OEM), including: Caterpillar, Hitachi, Komatsu, Liebherr and P&H MinePro.

Our customer support offices are located in Perth and Brisbane Australia, Salt Lake City USA, Johannesburg South Africa, Santiago Chile and Calgary Canada.

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