

Immersive Technologies - 25 Years of Innovation

22 March 2018

From a suburban garage 25 years ago to now having 15 global offices, 300 global mining customers and more than 150,000 operators trained worldwide, Immersive Technologies is celebrating 25 years in the mining industry. Immersive was the first company to introduce high fidelity equipment simulators to the mining industry and today are the world's largest supplier of [surface](#) and [underground simulators](#), along with offering a comprehensive suite of [workforce optimization solutions](#).

*"It's a proud milestone for us and we owe our success to our passionate and outcome focused customers, and an industry that places the utmost importance on safety and operator optimization," says **Peter Salfinger, CEO at Immersive Technologies.***

Immersive released the world's first advanced haul truck simulator in 1998 and soon after developed numerous other world first models including shovels, excavators, dozers, wheel loaders and a dragline, to name a few. The company now offers more than simulators as evidenced by the market leading training services developed over the years.

"Our beginning was focused on simulators with the highest level of realism and best customer support; however, we've evolved into so much more, with teams of specialists to support the training and workforce development process to deliver proven ROI. During our 25 years in the mining industry we have learned to deploy best practices in training to our customer sites, utilizing our unique combination of people, process and technology. Our teams work directly with mine sites, saving them time and money, tailoring programs to deliver turnkey training solutions that rapidly produce quantifiable return on their investment," Salfinger says.

Over the 25 years Immersive has launched many new technologies along with its leading range of equipment simulators, including advanced training solutions for: [autonomous haulage systems](#); [pre-start inspection tools](#); hazard awareness and identification tools; [VR-based induction training](#); [tele-operation](#) and more.

"We remain focused on increasing the safety and profitability of our customers. In support of this, we continue to invest heavily in research, development and in our people to ensure we continue to prosper for another 25 years," said Salfinger.

True to its word, the company is expanding their offering and releasing a number



Perth, Australia Office celebration.



Jakarta, Indonesia Office celebration.



Santiago, Chile Office celebration.



Perth Production Facility celebration.

IMMERSIVE TECHNOLOGIES

Media Release



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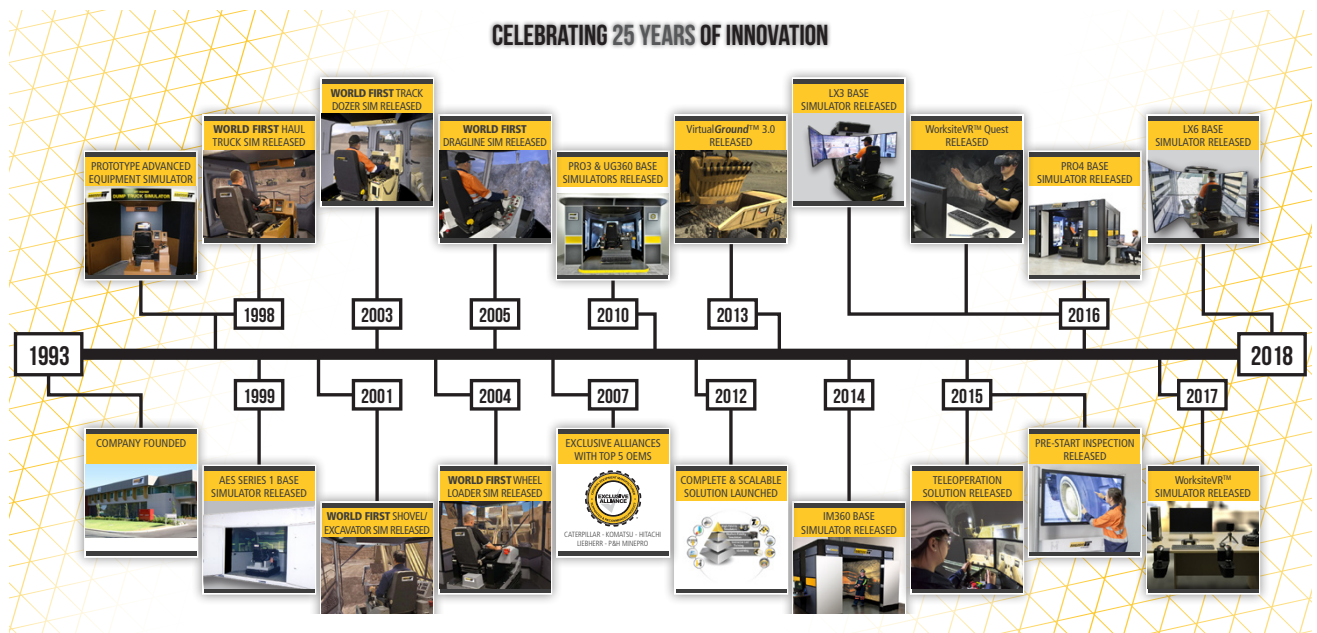
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EXPECT RESULTS

of new products in 2018. What started from humble beginnings is now the standard in the global mining industry for operator training.



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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 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.

Immersive Technologies provides its customers with the most effective Advanced Equipment Simulators available. This is made possible through the formal licensing and technical information alliances Immersive has established with the leading Original Equipment Manufacturers (OEM), including: Caterpillar, Hitachi, Komatsu and Liebherr. These unique alliances provide Immersive Technologies with 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 simulator modules deployed in 44 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, Fort McMurray, Ottawa & Vancouver Canada, Monterrey 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, OEM relationships, 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:

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