## IMMERSIVE TECHNOLOGIES

#### Media Release



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# New PRO3 Simulator and Caterpillar 793F the perfect match in Tucson

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Immersive Technologies has proudly demonstrated it's new, next generation, PRO3 advanced equipment simulator at Caterpillar's premiere customer and dealer event, their 2010 Mining Forum held at their Tinaja Hills Demonstration and Learning Center in Tucson, Arizona, USA.

The two week event delivered a range of learning sessions together with new product demonstrations to invited customers from around the world. It provided Immersive Technologies an ideal stage to demonstrate the value of its new PRO3 Advanced Equipment Simulator solution to both Caterpillar's customers and its dealers.

Immersive Technologies also unveiled its latest surface mining Conversion Kit® for the Cat® 793F Mining Truck, which when used in conjunction with the PRO3's advanced display and feedback systems, provides equipment operators with the highest level of simulation realism and learning transfer available in the mining industry.

Caterpillar and Immersive Technologies signed an exclusive licensing and technical information agreement in 2004 and renewed it in 2009. Under this agreement, Caterpillar provides Immersive Technologies with exclusive access to its proprietary machine

Advanced Equipment Simulator

DESIGNED FOR SURFACE MINING



Ken Edwards, Caterpillar Health, Safety and Environmental Manager for mining with Gerrit Zevenster, Immersive Technologies Regional Manager Africa in front of the PRO3 simulator for surface mining.

technical information necessary to accurately simulate Caterpillar's equipment in an advanced simulator.

As part of the agreement Caterpillar also provides Immersive Technologies access to key engineering staff, which, together with the technical information, was pivotal in accurately simulating Caterpillar's new 793F mining truck.

"The new 793F haul truck has advanced systems for operator feedback. Without our alliance and close working relationship it would not have been possible to develop the 793F simulation to the level of accuracy Immersive has achieved. This level of accuracy is vital if the simulator training is to deliver the valuable outcomes our customers expect today," said Wayde Salfinger, Chief Technology Officer, for Immersive Technologies.

Salfinger continued, "Recognizing the need for the highest levels of fidelity in their customer's simulators, Caterpillar took the additional step of developing custom software to support the integration of our technologies."

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Feedback on both the PRO3 simulator and the 793F Conversion Kit was extremely positive with many delegates having the unique opportunity to compare hands-on, the real Cat 793F mining truck to Immersive Technologies' simulated version in the same day.

Immersive Technologies' Vice President - North America, Cory Cook said, "Our relationship with Caterpillar is one based on a shared passion for creating the highest quality products that provide tangible safety and productivity results to the global mining industry."

"Caterpillar's ongoing support and commitment to advanced simulation training highlights the results being achieved by mines in the field utilizing Immersive simulators to make sustainable changes within the mining industry."

Cook concluded, "Immersive Technologies looks forward to enhancing the close working relationship it has with Caterpillar and its dealers with a focus on increasing value to its global customer base".

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### **About Immersive Technologies**

Our mission is to make every mining and earthmoving equipment operator in the world safer and their employer more profitable with our simulation technologies. This single focus has seen Immersive Technologies become the world's leading supplier of operator training simulators for surface and underground mining. From the Congo to Canada Immersive Technologies' Advanced Equipment Simulators are helping hundreds of mining companies in 29 countries to increase safety and reduce their cost per ton through improved operator efficiency.

To ensure our customers receive an authentic simulator, Immersive Technologies has formed exclusive licensing and technical information alliances with the leading Original Equipment Manufacturers (OEM), including: Caterpillar, Hitachi, Komatsu, Liebherr and P&H MinePro. These alliances provide Immersive Technologies with exclusive access to confidential technical information that is required to properly simulate the OEM's machines. Immersive has the technology, systems, experienced people and commitment to ensure your simulator training solution delivers the results that you expect.

Immersive Technologies is dedicated to provide outstanding service. To deliver this commitment we have sales and support offices located close to our customers in Perth and Brisbane Australia, Salt Lake City USA, Calgary Canada, Santiago Chile, Johannesburg South Africa, Amman Jordan, Jakarta Indonesia and Kolkata India.

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