

Immersive Technologies Leading the Way in African Simulator Sales

9 May 2017

Immersive Technologies says investment in its Underground solutions by mining companies and contractors has rapidly grown since the release of the IM360 simulator. African Underground Mining Services (AUMS),



a Barmenco Limited and Ausdrill 50/50 Joint Venture, continues to provide significant market growth in the African region for Immersive Technologies, with recent orders for two IM360 simulator platforms with Conversion Kits deployed for Sandvik Long Hole and Jumbo Drills, LHD's and Trucks and a CAT Truck and LHD.

"Immersive Technologies has outsold all other simulator vendors in the underground simulation market for the past three years and we are extremely excited to see that success spread into Africa," says Greg Karadjian, Vice President of Underground Mining Solutions at Immersive Technologies.

"Continuously exceeding productivity targets without compromising safety has put AUMS at the forefront of African underground mining and we are confident our simulator based training solutions will ensure AUMS continues to grow that track record," Karadjian says.

AUMS provides a structured training program for all its employees, their approach to training and technology is a key differentiator in the market.

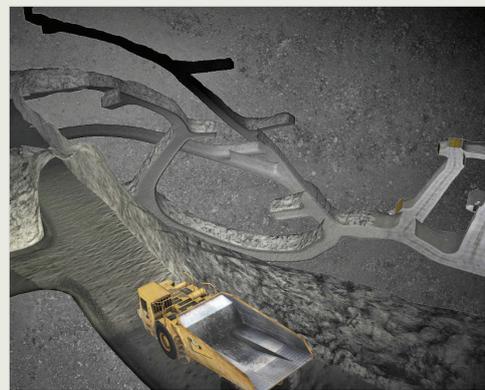
AUMS will continue to review and broaden its programs through shared learnings from Barmenco's utilization analytics, which are used to understand how machine operators perform.

Immersive Technologies will leverage data from Barmenco's analytics platform to develop a training agenda and tailored simulator curriculum to address operator skill and behavior issues, complimented with a Targeted Training Environment (TTE) within their simulator delivering specific traffic rules, priorities and other standard operating procedures in a compact, geographically themed virtual environment. The environment enables a focused operator training plan delivering fast and highly effective training transfer to achieve results infield quickly.

"The level of flexibility we provide in our custom virtual mines is a significant value add for customers. We create replicas of actual working sites allowing detailed focus to be placed on training requirements specific to each site," says Wayde Salfinger, Executive Director at Immersive Technologies.



Following the release of the IM360 simulator Immersive Technologies says the interest and investment from underground mining companies has rapidly grown.



IMMERSIVE TECHNOLOGIES

Media Release



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 make every mining and earthmoving equipment operator in the world safer and their employer more profitable through its simulation 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 and Liebherr. 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 simulators modules deployed in 40 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, Bochum Germany, Johannesburg South Africa, Jakarta Indonesia 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:

Ashley Mullaney

Public Relations Manager

Immersive Technologies

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

www.ImmersiveTechnologies.com