

# Hitachi Construction Machinery to exclusively recommend Immersive Technologies

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*For Immediate Release*

Following a comprehensive market review a second major Japanese mining and construction equipment manufacturer has chosen to exclusively support and recommend an Australian-developed advanced mining equipment simulator product range.

Hitachi Construction Machinery (HCM) has entered into an Exclusive Licensing and Technical Information Agreement with Immersive Technologies at a signing ceremony in Tokyo on the 21st September 2007. This Agreement facilitates the provision and exchange of restricted technical data between Hitachi Construction Machinery (HCM) and Immersive Technologies and is integral to the development of HCM type Immersive Technologies machine Conversion Kits™ modules. The agreement ensures that HCM customers have recommended access to the most accurate and effective Advanced Equipment (AE) Simulator tools on the market for operator training.

The addition of the Hitachi Construction Machinery exclusive licensing and technical information agreement now sees six of the world's leading mining equipment manufacturers exclusively supporting and recommending Immersive Technologies' AE Simulator technology. These companies include; Caterpillar Inc, Komatsu Ltd, Bucyrus Inc and Liebherr Mining Equipment Co., whom collectively supply the majority of the world's mining haul trucks, excavators, electric rope shovels, dozers and ancillary equipment.

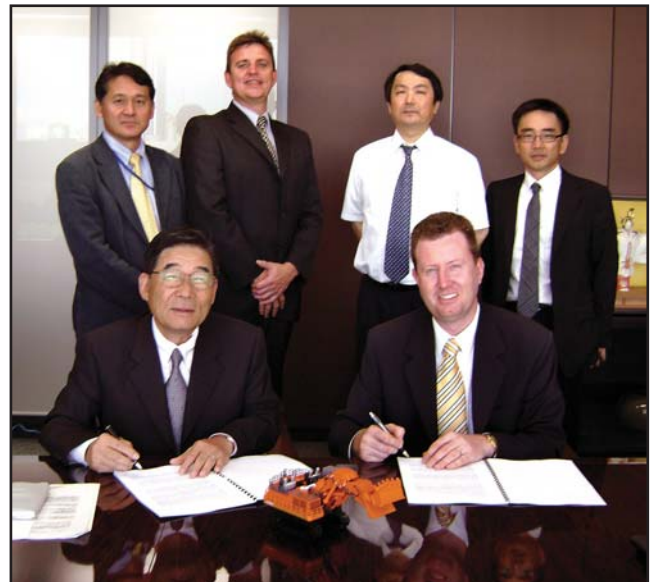
Immersive Technologies has over 110 AE Simulators in use by mine operators, contractors, equipment suppliers and training bodies in 20 countries worldwide. AE Simulator technology is universally recognized as the industry benchmark with mines increasingly looking to Immersive Technologies' training simulators to achieve optimum levels of performance and safety out of their operators and mobile equipment fleets.

Mr. Kiyooki Maekawa, General Manager, HCM Global Mining Center said, "It is important to Hitachi Construction Machinery to provide our customers with access to Immersive Technologies training simulators in order to assist them to optimize utilization of their equipment while increasing safety."

Immersive Technologies' chief executive officer Peter Salfinger said "The major equipment manufacturers have acknowledged the AE Simulator provides the most effective operator training solution to the industry and is the best platform to accurately replicate their complex machine specific technical data."



**Hitachi Construction Machinery**



*Front row - Mr. Mitsuo Mori, Senior Vice President & Executive Officer for Hitachi Construction Equipment (HCM) and Mr. Peter Salfinger, Chief Executive Officer for Immersive Technologies (IMMT)*

*Back row - Mr. Kiyooki Maekawa, General Manager, HCM Global Mining Center, Mr Robert Gourlie, Executive Marketing Manager for IMMT, Mr. Hiroshi Yamamoto, General Manager, HCM Global Mining and Mr. Yoshinori Furuno, Project Leader ISIM, HCM Business Process Division.*

“This new agreement means HCM mining equipment controls, relevant onboard systems and operating protocols can be simulated accurately. It further validates Immersive Technologies’ position as the preferred global platform for simulator training in the mining industry.” Peter Salfinger said.

**About Immersive Technologies**

Established in 1993, Immersive Technologies is the leading global provider of operator training simulators to the mining and earthmoving industries.

With more than 110 AE simulators utilising 300+ Conversion Kit™ modules deployed in 20 countries around the world, the company’s simulators are integral to the operations of many world-leading mining companies who use the technology to improve operational safety and efficiency while driving down maintenance costs.

Immersive Technologies’ exclusive alliances with the leading Original Equipment Manufacturers (OEMs) ensures its extensive range of Advanced Equipment Simulators achieve a superior level of realism and accuracy through the use of exclusively licensed proprietary data and machine technical information from the OEM.

The company’s expanding customer support base includes offices in Australia, the USA and South Africa.  
**[www.ImmersiveTechnologies.com](http://www.ImmersiveTechnologies.com)**