

Immersive Technologies begins 2004 by Boosting Executive Team

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For Immediate Release*

Perth, Australia, 21 January 2004. Australian Simulator manufacturer Immersive Technologies is planning for a prosperous start to 2004, announcing the appointment of two new Executive Staff.

Mr Oye Obe joins Immersive Technologies' Perth operations as Executive Manager - Business Development and brings over 17 years experience including a Senior Manager role at Accenture (formerly Andersen Consulting). Oye was also Operations Manager at Schlumberger Oilfield International where he led teams of field engineers to sell and deliver complex engineering services to leading oil and gas companies. Oye will oversee the Sales and Marketing activities in the Australasian region.

Immersive Technologies have appointed Mr Skip Sullivan as Vice President - North and South America, based in Salt Lake City, Utah. Skip is contributing over 15 years experience in the commercial management field to his position managing Sales and Marketing activities in the North and South Americas. His most recent role was Sales Director at Kennecott Utah Copper responsible for the molybdenum group and all raw materials. Prior to this Skip worked with Noranda in Canada and the US managing fertilizer and molybdenum sales teams.

Immersive Technologies have grown from producing Computer Based Training (CBT) for the mining industry in 1993 to developing the Advanced Equipment (AE) Simulator in 1998. The AE Simulator supports interchangeable machine controls called Conversion Kits. With the modular Conversion Kits, the AE simulator can simulate the operations of over 55 different machine models for training. Today, the AE Simulator is used in eleven countries around the globe and has trained and assessed thousands of personnel.

CEO Peter Salfinger is planning an accomplished future for Immersive Technologies. "The mining industry is becoming increasingly aware of the benefits that the AE Simulator delivers as an efficient Operator training tool. Our clients are reporting major improvements in safety, increased production and reduced unscheduled maintenance. We aim to build on our existing strengths, continue our growth and turn Immersive Technologies into a major global success story."

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