



Smithers Apex – Akron, OH USA

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FOR IMMEDIATE RELEASE

SMITHERS APEX ANNOUNCES SMART HAPTICS 2017 CONFERENCE

Microsoft, Fitbit, Facebook and more to speak at Smart Haptics 2017

Akron, OH – October 31st, 2017 – Smithers Apex is pleased to announce the inaugural Smart Haptics conference, taking place December 6-7, 2017 in San Diego. Bringing together multiple end use industries including medical, automotive, mobile, VR/AR and more, Smart Haptics 2017 will explore where haptic innovation is headed, and feature six sessions covering the current capabilities and needs in the industry, as well as hands-on demonstrations that will provide the opportunity to explore through active participation.

This year's conference will kick off with a keynote from Tina Dao, Senior Director, Research & Innovation Operations at **Fitbit** on ***The Infinite Success Loop: Goals -> Metrics -> Reflection -> Improve/Pivot ∞***, presentations on the current and future possibilities within the haptics industry, and ending the first day with an open networking reception. In its first year, the Smart Haptics conference brings together major industry players such as **Microsoft, Facebook, Fitbit, Immersion, SynTouch** and more.

Additionally, this year's Smart Haptics conference will feature:

- *The (Digital) World of Touch* by **Tanvas**
- *Sound Vibrations: Disrupting Haptics Through Music* by **Lofelt**
- *Haptics for Location-Based Virtual Reality* by **Starbreeze**
- *Admittance Controlled Haptics in Medical (Simulation) Devices* by **Moog**
- *Giving a New Meaning to BabyFace – How Haptics Helped Us Convince Millennials to Consider Shaving (at last...)* with **P&G, MediaCom, and Grey Advertising**
- And more!

“As a new event, I am very excited to bring such a new and innovative conference to the haptics industry,” said Jena Stout, Conference Producer. “I think this industry is growing and has been slowly building momentum for years. We are finally seeing progress from all the years of research on haptics and how they can be applied to everyday things such as wearables, phones, computers, video games etc. This is a really exciting time for haptics – there are so many advances that are coming up with the technology that you **HAVE** to see where the future is going at Smart Haptics.”

For more information about the Smart Haptics 2017 conference, visit:

<http://www.smart-haptics.com/>

Sponsorship opportunities are still available. For more information, contact Todd Pinney at tpinney@smithers.com or +1 (330) 762-7441

About Smithers Apex

Smithers Apex, formerly known as IntertechPira, is a global business that provides events, market research, publications and strategic and technical consulting to an expanding list of niche, emerging and high growth industries, including home and personal care; lighting, imaging and displays; plastic electronics and alternative energy. For more information about Smithers Apex, please visit www.smithersapex.com

About The Smithers Group:

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