



Immersion Signs License Agreement With Toyodenso to Add Haptics to Automotive Solutions

July 17, 2018

SAN JOSE, Calif.--(BUSINESS WIRE)--Jul. 17, 2018-- Immersion Corporation (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, today announced that it signed a license agreement with Toyodenso Co., Ltd. The agreement provides Toyodenso, based in Tokyo, Japan, with access to Immersion's patented haptic technology for use in its automotive solutions.

Haptics brings heightened realism and powerful feedback mechanisms to in-vehicle touch interfaces. When used in automotive systems such as entertainment, navigation and climate control, haptics can create a more intuitive experience and reduce driver distractions. In addition, haptics offers designers flexibility to create unique, highly customized interior design throughout the car.

"We are pleased to announce Toyodenso as our latest automotive licensee and look forward to its innovative integration of haptics into its automotive interfaces," said Nobumitsu Shimada, Immersion's Senior Director, Field Sales, APAC. "Tactile feedback is powerful and greatly enhances the driving experience. This is important as more vehicles incorporate advanced systems such as center touchscreens and sensory-based technology."

About Immersion

Immersion Corporation (NASDAQ: IMMR) is the leading innovator of touch feedback technology, also known as haptics. The company provides technology solutions for creating immersive and realistic experiences that enhance digital interactions by engaging users' sense of touch. With more than 3,000 issued or pending patents, Immersion's technology has been adopted in more than 3 billion digital devices, and provides haptics in mobile, automotive, gaming, medical and consumer electronics products. Immersion is headquartered in San Jose, California with offices worldwide. Learn more at www.immersion.com.

About Toyodenso

Headquartered in Japan, TOYODENSO is a global automotive, motorcycle, and power product components manufacturer. TOYODENSO boasts 10,225* employees across 6 production bases and 4 R&D bases in 5 countries around the world. TOYODENSO is an important partner and a supplier with the trust of the world's top-class major automobile manufacturers. TOYODENSO is ISO 14001 (Environmental Management System), ISO / TS 16949 (Automobile Production Quality Management System). For additional information about TOYODENSO, please visit: <https://www.toyodenso.co.jp/>.

*Number of consolidated employees as of December 2017.

Forward-looking Statements

This press release contains "forward-looking statements" that involve risks and uncertainties, as well as assumptions that, if they never materialize or prove incorrect, could cause the results of Immersion Corporation and its consolidated subsidiaries to differ materially from those expressed or implied by such forward-looking statements.

All statements, other than the statements of historical fact, are statements that may be deemed forward-looking statements, including, but not limited to, the statement that haptics brings heightened realism and powerful feedback to touch interfaces, the statement that haptics in automotive systems create a more intuitive interface and reduce driver distractions, the statement that haptics offers designers flexibility to create unique and highly customized interior design, and Mr. Shimada's statements concerning the importance of haptics to the driving experience.

Immersion's actual results might differ materially from those stated or implied by such forward-looking statements due to risks and uncertainties associated with Immersion's business, which include, but are not limited to: unanticipated difficulties and challenges encountered in product development efforts (including with respect to Immersion's touch feedback technology) by Immersion and its licensees (including Toyodenso); unanticipated difficulties and challenges encountered in implementation efforts by Immersion's licensees (including Toyodenso); unanticipated changes in the automotive industry; adverse outcomes in any future intellectual property-related litigation and the costs related thereto; the effects of the current macroeconomic climate; delay in or failure to achieve adoption of or commercial demand for Immersion's products or third party products (including automotive products) incorporating Immersion's technologies; and a delay in or failure to achieve the acceptance of touch feedback as a critical user experience. Many of these risks and uncertainties are beyond the control of Immersion.

For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in Immersion's most current Form 10-K, and Form 10-Q, both of which are on file with the U.S. Securities and Exchange Commission. The forward-looking statements in this press release reflect Immersion's beliefs and predictions as of the date of this release. Immersion disclaims any obligation to update these forward-looking statements as a result of financial, business, or any other developments occurring after the date of this release.

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