



Immersion Signs Licensing Agreement with Stanley Incorporating Immersion's Haptics IP into Electronic Printer Equipment

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SAN JOSE, Calif.--(BUSINESS WIRE)--Jul. 25, 2018-- Immersion Corp. (NASDAQ: IMMR), the leading developer and licensor of touch feedback technology, today announced it signed a license agreement with Stanley Electric Co., Ltd. (Stanley). With a head office in Tokyo, Stanley is a leading global supplier of lighting products and electronic components, including control panels for printers.

The adoption of haptics is widespread across markets, such as mobile, automotive, wearables, gaming, and industrial. High-quality tactile effects and feedback incorporated into the touch panels of printers, scanners, and copiers creates a more intuitive interface. For example, haptics applied to a flat-screen touch panel provides the sensation of pushing physical buttons on a printer or feeling the clicks to adjust brightness on a scanner.

"Our new license agreement reflects the depth and breadth of our portfolio, and we are pleased that Stanley is licensing our technology," said Nobumitsu Shimada, Immersion's Sr. Director, Field Sales, APAC. "Because of the rich and dynamic nature of touch, haptic technology can enhance and revolutionize how users interact with their systems and devices."

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.

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. Such statements include, but are not limited to, the statement that high-quality tactile effects and feedback create a more intuitive interface; the statement that haptics provide the sensation of pushing physical buttons or feeling clicks; and Mr. Shimada's statements about the impact of haptics on users' interactions with their systems and devices.

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 Stanley Electric Co.); unanticipated difficulties and challenges encountered in implementation efforts by Immersion's licensees (including Stanley Electric Co.); unanticipated changes in the printer 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 printer 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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