



Not Impossible Labs Engages Immersion for Haptic Technology

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Vibrotextile Wearables Expand Sensory Experiences & Promote Inclusivity

LOS ANGELES, Jan. 25, 2019 /PRNewswire/ -- [Not Impossible Labs](#), an award-winning R&D lab and content studio that creates technology for the sake of humanity, today announced it has signed a multi-year license agreement with Immersion Corporation (NASDAQ:IMMR), a leading developer and licensor of touch feedback technology. The relationship enables Not Impossible to employ Immersion's patented haptic technology for its Vibrotextile wearables.

Music: Not Impossible is the first public project from Not Impossible Labs that employs Immersion's haptic technology. The wearable technology enables hearing and deaf audiences to feel the rich nuances of music via the skin. Using the skin as a canvas, M:NI translates music into vibrations, introducing wearers to an immersive new dimension of music.

In the future, Not Impossible will debut VibroHealth, which also employs Immersion technology, to improve the quality of life for those affected by motor-related issues.

"We're just at the base of Mount Everest," said Not Impossible founder & CEO, Mick Ebeling. "The world is about vibrations, and employing haptics pushes that to the forefront; with every application, we will change people's lives, and how they experience the world. Haptics have brought a black and white world into high definition. We're grateful to have support from Immersion, whose technology empowers infinite possibility."

"Touch is at the heart of the most powerful experiences. The use of touch feedback, or haptics, goes beyond vibration to create sensations that people can feel. It can be used as an effective and private communication channel for users to connect with their digital devices and the world around them, without requiring any additional audio or visual context," said Chris Ullrich, Immersion's vice president of technology. "With touch, an experience becomes more personal, vivid, and meaningful. Immersion is proud to collaborate with Not Impossible Labs and its partners, lending its haptic technology to enhance devices and platforms that truly change people's lives."

About Not Impossible Labs

Not Impossible launched in 2008, with a goal of developing and leveraging "Technology for the Sake of Humanity" to allow the world's most vulnerable to survive and thrive via low-cost solutions. Not Impossible pairs R&D work with documentary content and storytelling about technology and will triumphing over life's "absurdities," and harnesses the power of storytelling to inspire others to make an impact by challenging boundaries of what they believe is possible. Not Impossible has received awards and honors for its technology and creative work from Cannes Lions, CLIO Awards, Fast Company, SXSW Interactive Innovation Awards, Telly Awards, TIME magazine, and others.

For more information, please visit www.notimpossible.com and connect with Not Impossible on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

About Immersion

Immersion Corporation (NASDAQ: IMMR) is the leading innovator of touch feedback technology, also known as haptics. With 25 years of experience, 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.

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