



## Immersion Signs License Agreement With Alpine Electronics Adding Haptics to In-Vehicle Touchscreens

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SAN JOSE, Calif.--(BUSINESS WIRE)--Apr. 9, 2019-- Immersion (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, today announced it has signed a license agreement with Alpine Electronics, Inc. (Alpine). The agreement enables Alpine to access Immersion's patented touch feedback technology for in-vehicle touchscreens.

Increasingly, companies are incorporating haptics into automotive touchscreens and touchpads. High-quality tactile effects provide drivers and passengers with real-time feedback when accessing in-vehicle entertainment systems, which often have flat screens. Haptics brings the sensation of the real world, such as buttons and knobs, to digital devices.

"Touchscreens become more intuitive with the power of touch, and we look forward to seeing how Alpine enhances its entertainment systems with haptics," said Nobumitsu Shimada, Immersion's Sr. Director, Field Sales, APAC. "We welcome Alpine as a new licensee embracing touch 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 3,500 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](http://www.immersion.com).

### About Alpine Electronics

Alpine Electronics Inc., a part of the Alps Alpine Group based within its parent company, Alps Alpine Co., Ltd., develops, manufactures, and sells audio products for automobiles and information and communication products.

### 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 companies are incorporating haptics into automotive products, the statement that high-quality tactile effects providers drivers and passengers with real-time feedback when accessing in-vehicle systems, the statement that haptics brings real-world sensations to digital devices, Mr. Shimada's statement that touchscreens become more intuitive with the power of touch, and Mr. Shimada's statement concerning Alpine's enhancement of its entertainment systems with haptics.

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 Alpine); unanticipated difficulties and challenges encountered in implementation efforts by Immersion's licensees (including Alpine); 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 10K, 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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