



Immersion Appoints John Griffin as Vice President of Worldwide Marketing

May 22, 2019

SAN JOSE, Calif.--(BUSINESS WIRE)--May 22, 2019-- Immersion Corp. (Nasdaq: IMMR), the leading developer and licensor of touch feedback technology, today announced the appointment of John Griffin as the company's Vice President of Worldwide Marketing. As a member of Immersion's executive team, John will oversee all aspects of the marketing function encompassing product management, product and corporate marketing, and communications.

"I'm thrilled that John is joining us as we begin the transformation of Immersion," said Ramzi Haidamus, Immersion CEO. "John's leadership experience bringing innovative consumer technologies to market is an ideal fit to further Immersion's goal of enabling touch everywhere in the digital world."

"As connected devices proliferate across our lives, consumers increasingly expect more intuitive, higher fidelity interactions," commented Griffin. "I'm impressed by Immersion's team, its technology leadership, and its unique position to bring breakthrough human-machine interaction solutions to market."

Previously, John was Vice President of Interactive Entertainment at Dolby Laboratories. He spent over 15 years working in product and marketing leadership roles across the gaming, mobile, PC, VR and consumer electronics market segments. He led the launch and scaling of consumer entertainment experiences on global platforms including Microsoft Windows, Sony PlayStation, and Apple devices. John has extensive experience leading product programs for customers across the ecosystem including content developers, online services, silicon and OS platforms, and device OEMs.

John holds a bachelor's degree in philosophy from the University of Illinois, Urbana-Champaign, and an MBA from McGill University.

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 3,600 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, including, but not limited to, the statement that consumers increasingly expect more intuitive, higher fidelity interactions from connected devices and Mr. Griffin's statement that Immersion is in a unique position to bring breakthrough human-machine interaction solutions to market.

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; unanticipated difficulties and challenges encountered in implementation efforts by Immersion's licensees; unanticipated changes in the consumer device and other industries; 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 connected device 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.

Immersion and the Immersion logo are trademarks of Immersion Corporation in the United States and other countries. All other trademarks are the property of their respective owners.

(IMMR - C)

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190522005155/en/>

Source: Immersion Corporation

Media Inquiries:
Linda Quach

+1-408-350-8832

lquach@immersion.com

or

Investor Inquiries:

The Blueshirt Group

Jennifer Jarman

+1-415-217-5866

jennifer@blueshirtgroup.com