



## **Alps Alpine Enters Joint Collaboration Agreement on Product Creation with Immersion Corporation**

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Alps Alpine Co., Ltd. (Tokyo: 6770; President & CEO: Toshihiro Kuriyama) has entered a joint collaboration agreement with Immersion Corporation (San Jose, California, U.S.A.), a leading developer and licensor of touch feedback technology. Signed in September 2019, the agreement covers product creation relating to HAPTIC™ technology.

Alps Alpine entered into a license agreement relating to touch feedback technology for automotive input devices with Immersion in 2000 and has since developed, manufactured and marketed a variety of products. Under the new joint collaboration agreement on product creation relating to HAPTIC™ technology, the two companies will work together to innovate products delivering enhanced operability and diversity by fusing Alps Alpine's human-machine interface (HMI) technology in areas including touch input, illumination, graphics and sound with Immersion's advanced software and control algorithms and other expertise.

Through a closer relationship with Immersion, Alps Alpine seeks crucial progress on improving the user experience of next-generation automobiles and new types of services characterized by the CASE domains – connected cars, autonomous driving, sharing and services, and electric vehicles – and Mobility-as-a-Service (MaaS). The move will also spur further expansion of a product lineup born from synergies generated by business integration as the company advances toward its "ITC101" \* target.

\*ITC101: Mid/long-term target of the innovative T-shaped company with 10% consolidated operating income margin and 1 trillion yen in sales

### 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. 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).