



## **Immersion to Demonstrate Large-Scale Automotive Touchscreen with Haptics at CES**

December 12, 2019

### Media Advisory

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**SAN JOSE, Calif.**, December 12, 2019 – At CES 2020, Immersion Corporation (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, will demonstrate a 15-inch haptic touchscreen designed for the future automotive center console. It will also show haptics in a touchpad implementation to replace mechanical buttons and create textures on flat surfaces.

### **Why**

The power of touch continues to transform human-machine interfaces. As haptic technology increases the safety and usability of touch surfaces in cars, opportunities to use haptics across the automotive interface are growing. This reduces cost, increases design flexibility, and makes it easier for users to use advanced features.

### **What**

Immersion's demo of in-vehicle haptics features new Active Sensing Technology, an algorithmic approach to controlling actuators to increase haptic preciseness and vibration range. This will enable more use cases across the increasingly larger center console, introducing textures, button replications, dials, and other haptic capabilities not available in current implementations.

### **Where**

Immersion will be in meeting room #MP25579 in South Hall 2, Meeting Place. To see the automotive demo, as well as other use cases for haptics, please contact: [lquach@immersion.com](mailto:lquach@immersion.com).

### **Forward-Looking Statements**

This media advisory 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 opportunities to use haptics across the automotive market are growing and the statement that Active Sensing Technology will enable more use cases across the increasingly larger center console, introducing textures, button replications, dials, and other haptic capabilities not available in current implementations.

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 markets in which Immersion operates; 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 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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### **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).

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