



Immersion and StrikerVR to Collaborate on Advanced Haptic Peripherals for VR and Gaming

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SAN FRANCISCO & NEW ORLEANS--(BUSINESS WIRE)--Mar. 3, 2021-- Immersion Corporation (NASDAQ: IMMR), the leading developer of haptic technologies, and StrikerVR, the manufacturer and developer of cutting-edge force feedback peripherals, announced that the two companies will collaborate to bring new and imaginative haptic experiences to StrikerVR's VR and gaming peripherals. The devices in development by StrikerVR will be built on StrikerVR's advanced haptic peripherals and platform, complemented with Immersion's HD haptic and kinesthetic technologies.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210303005355/en/>



StrikerVR's newest controller will bring novel peripheral designs to the rapidly growing consumer VR market – creating sensations for players that mimic a wide range of virtual object and letting users experience everything from the power of a floor-shaking speaker; to the crack of a baseball bat; to the pull of a fishing line. The collaboration enables StrikerVR to expand the haptic capabilities in its devices to incorporate the latest force feedback technology launched in the gaming space developed by Immersion.

(Graphic: Business Wire)

"New advanced force feedback and high-definition vibrotactile haptic products launched in the market are inspiring the gaming industry to deliver new experiences with touch feedback technology. Gaming experiences today are defined by sight, sound and touch," said John Griffin, VP of Products and Marketing at Immersion. "StrikerVR is thinking ahead and building a product that will excite users with its advanced features. We're looking forward to working with them to expand the use of touch feedback on their platform and change how people experience haptics."

"Haptics is an important part of making the gaming and VR experience as realistic as possible," said Martin Holly, VP, and Founder of StrikerVR. "The more that we can do with the sense of touch and haptics, the better the experience. Touch brings it all together and creates a sense of presence. We've worked with haptics in our product for VR attractions, and we're thrilled to be taking this next step with Immersion to bring even more interactivity and presence to new experiences for consumers."

The collaboration between the two companies is the result of a multi-year license agreement that covers StrikerVR's use of Immersion's advanced haptic technologies in its next peripheral products.

Striker VR entered the enterprise VR market in 2017 with the Arena Infinity, a best-in-class VR peripheral that delivers extreme haptics and fully integrated tracking for the high-end Optitrack system, and which is still in operation with many of the leading VR LBE facilities worldwide. Learn more at www.strikervr.com.

Immersion's gaming solutions include vibrotactile HD haptic and kinesthetic technologies, reference designs, tools, and services for consoles, peripheral, and content developers. Learn more at www.immersion.com/gaming.

About Immersion

Immersion Corporation (NASDAQ: IMMR) is the leading innovator of touch feedback technology, also known as haptics. The company invents, accelerates, and scales haptic experiences by providing technology solutions for mobile, automotive, gaming, and consumer electronics. Haptic technology creates immersive and realistic experiences that enhance digital interactions by engaging users' sense of touch. 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. Examples of forward-looking statements contained herein include, but are not limited to, statements regarding new experiences for StrikerVR's VR and gaming peripherals, statements regarding novel peripheral designs, statements regarding the creation of new sensations, interactions and experiences for users, statements regarding new use cases for haptic technology, statements regarding consumer reactions to advanced haptic features, and statements regarding the quality of the user experience with respect to haptic technology.

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, the failure to develop and deliver innovative technology to consumers, the inability to implement Immersion technology in StrikerVR's products, changing consumer preferences and expectations, and consumer perception of haptic feedback.

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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