



February 17, 2015

Immersion and LeTV to Launch Tactile Video Experience

The Expendables 3 mobile movie trailer is the first video in China to be available with tactile effects

SAN JOSE, Calif. & SHANGHAI--(BUSINESS WIRE)-- Immersion Corporation (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, today announced the company will work with a leading Chinese entertainment company, LeTV (300104.SZ), as the first company in China to debut Immersion-powered tactile video experience on a mobile device. LeTV provides an online video platform with more than 100,000 television episodes and 5,000 movies.

Leveraging Immersion's ground-breaking [TouchSense® Engage™](#) solution for creating multi-sensory, immersive entertainment that can be experienced through the sense of touch, LeTV will showcase *The Expendables 3* movie trailer as its first touch-enhanced content offering to be available through its LeTV Video application.

For *The Expendables 3* movie trailer, LeTV used TouchSense Engage technology to add a haptic track, a file that triggers the actuator on the mobile phone to generate tactile effects synchronized to the video content, to deliver a one-of-a-kind video experience you can feel. Playback of LeTV's content is optimized on a number of popular mobile devices available on the market that are running Immersion's TouchSense technology, such as Xiaomi's Mi3 and Mi4, Huawei's Honor 6 and Meizu's MX4.

"Today's announcement with LeTV marks the emergence of a broader ecosystem in China to support haptic-enabled content and devices to create a more engaging entertainment experience for consumers," said Jason Patton, vice president and general manager of Content and Media at Immersion. "Our collaboration with LeTV will bring this new experience to millions of people in China for the first time."

"Immersion and LeTV share the same goal of providing a great user experience. As mobile devices continue to evolve, consumers will come to expect more immersive multi-sensory entertainment experiences," said Gao Jianming, vice president of product at LeTV. "At LeTV, we are embracing disruptive innovation by adopting the latest revolutionary technologies and growing the ecosystem to support and accelerate its availability to consumers. LeTV is leading the global industry with its 4K video ecosystem. With LeTV's adoption and support, we believe that video enhanced with tactile effects will become the new industry standard."

About Immersion (www.immersion.com)

Founded in 1993, Immersion (NASDAQ:IMMR) is the leading innovator in haptic technology; the company's touch feedback solutions deliver a more compelling sense of the digital world. Using Immersion's high-fidelity haptic systems, partners can transform user experiences with unique and customizable touch feedback effects; excite the senses in games, videos and music; restore "mechanical" feel by providing intuitive and unmistakable confirmation; improve safety by reducing distractions while driving; provide realistic touch feedback when performing robotic medical procedures and training simulations; and expand usability when audio and visual feedback are ineffective. Immersion's TouchSense technology provides haptics in mobile phone, automotive, gaming, medical, and consumer electronics products from world-class companies. With over 1,900 issued or pending patents in the U.S., China and other countries, Immersion helps bring the digital universe to life. Hear what we have to say at blog.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 statements regarding the potential impact of the launch of *The Expendables 3* mobile movie trailer, the release of haptic-enabled content in China, the use of Immersion's TouchSense Engage technology, and the use of TouchSense software in mobile phones.

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 TouchSense Engage) by Immersion and its licensees; unanticipated difficulties and challenges encountered in implementation efforts by Immersion's licensees; 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 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.

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

(IMMR - C)

Media:

Edelman

Colleen Kuhn, 650-762-2804

colleen.kuhn@edelman.com

or

Immersion Investors:

The Blueshirt Group

Jennifer Jarman, 415-217-5866

jennifer@blueshirtgroup.com

Source: Immersion Corporation

News Provided by Acquire Media