



Immersion and We Media Partner to Increase Internet Accessibility; Visually-Impaired Will be Able to Experience Web Pages Using Their Sense of Touch

SAN JOSE, Calif. April 24, 2000--Immersion Corporation, (Nasdaq:IMMR), the pioneering developer of tactile interaction technology, today announced that it has signed a strategic marketing agreement with We Media Inc., a multimedia company dedicated to providing people with disabilities, their families, and friends the same access, mobility, and choices that are available to the rest of society. Initially, Immersion and We Media will target the visually impaired and later expand to include people with motor and neurological impairments to create touch-enabled web pages on the wemedia.com site. These visually impaired users will be able to rely on wemedia.com as a one-stop online community service and e-commerce resource. With Immersion's innovative TouchSense(TM) technology, visually impaired users will be able to have access to online content, entertainment, and other resources that have, up until this point, been limited.

Immersion and We Media have planned several joint projects, which will be announced in the coming months. One of the first initiatives involves touch activating Web pages with Immersion's TouchSense technology, which will allow the visually impaired to utilize the Internet as a rich resource of information and entertainment and take full advantage of the interactive experience. A visually impaired person will be able to experience these touch sensations through Immersion TouchSense enabled hardware products, such as the Logitech WingMan Force Feedback Mouse.

"Immersion's technology is our added ingredient for enriching the Internet and will be used to help We Media in its mission to provide a full outreach service to visually impaired people," said Matt Toner, vice president of strategic alliances at We Media. "With the increasing growth of the Internet as both a content and entertainment medium, We Media and Immersion feel it is important to create an accessible Internet so people with disabilities will be full participants in the development and progression of our society."

"Immersion recognizes that with the extensive growth of the Internet, the visually impaired have been an overlooked population," said Jennifer Saffo, vice president of marketing for Immersion. "Immersion and We Media are working together to establish new Internet standards for people with disabilities and make the Internet an accessible resource for everyone."

Note: The visually impaired refer to people with low vision or blindness.

About We Media Inc. (www.wemedia.com)

We Media was launched in 1997 by two entrepreneurs, Jerome Belson and Cary Fields, who had worked with disability organizations for several years. The company's first product was WE magazine, a glossy consumer lifestyle publication. The magazine, now published bimonthly, has won accolades for its top-flight editorial content and innovative approach to disability issues. The magazine's Web site, www.wemagazine.com, debuted in 1998.

In December 1999, We Media launched www.wemedia.com, a one-stop, full-service, integrated online community. We Media believes that the Internet is the ultimate prosthetic, a tool that can open the door for a population that has been historically underserved and largely ignored. The new site aims to provide the disability community with targeted and comprehensive information resources in the areas of finance, real estate, travel, news, and education. The site is designed to be user-friendly and on top of the latest assistive technologies.

About Immersion Corporation (www.immersion.com)

Founded in 1993, Immersion Corporation develops advanced hardware and software technologies that enable users to interact with computers using their sense of touch. Immersion's patented TouchSense(TM) technologies enable computer peripheral devices to deliver tactile sensations that correspond to on-screen events. Immersion licenses its hardware and software technology, on which it holds 50 issued patents worldwide, to industry-leaders in order to integrate and implement its sensory interaction technology into professional simulation and modeling, consumer devices, and enabling technologies.

Statements made in this press release other than statements of historical fact are forward-looking statements, including those that reflect management's current forecast of certain aspects of Immersion's future. Forward-looking statements made in this press release are based on current information, which we have assessed but which by its nature is dynamic and subject to rapid and even abrupt changes. Forward looking statements include statements regarding Immersion and We Media's ability to bring improved access to the Internet for individuals with visual, motor or neurological impairments. 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 ability of Immersion to enhance its existing touch interaction technologies so that it can be effectively used by individuals with visual, motor or neurological impairments; the quality, availability, and cost of royalty-bearing touch-enabled cursor control hardware devices manufactured by Immersion's licensees for use by individuals with visual, motor or neurological impairments; and the ability of Immersion and We Media to encourage Web developers to create touch-enabled content targeted at individuals with visual, motor or neurological impairments.

Such risks and uncertainties are outlined in Immersion's Annual Report on Form 10-K for 1999, as filed with the Securities and Exchange Commission. These factors may not constitute all factors that could cause actual results to differ materially from those discussed in any forward-looking statement. Immersion is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.