



Immersion Aligns With Leading International Producer of OEM Computer Peripherals

SAN JOSE, Calif. Oct. 30, 2000-- TouchSense(TM) Technology Adoption Expands In Computer Mice Market With Primax Partnership

Immersion Corporation, (Nasdaq:IMMR) the pioneering developer of digital touch interaction technology, today announced a licensing partnership with Primax Electronics Ltd., the second largest mouse manufacturer in the world, to produce touch-enabled computer mice using Immersion's patented TouchSense technology. The partnership with Primax, a major supplier of computer mice to world leading companies is yet another indication of the growing acceptance of touch-enabled computer peripherals.

The partnership is a result of a three year long strategic relationship between Primax and Immersion. A specific product announcement related to new computer mice resulting from this agreement is expected to follow within the next few months.

"Immersion's innovative touch-enabling technology is the next step in the long awaited evolution of the computer mouse as an intuitive user interface," says Brian Yang, Vice President of the Information Appliance Device Division for Primax. "Adding Immersion's TouchSense technology to our computer mice will greatly enhance the value and range of products we can offer to our customers. Combined with Primax's market leadership in design and manufacturing, these innovative touch-enabled products are sure to be a success in a market hungry for something new."

"At Immersion, our goal is to bring touch to technology," says Bob O'Malley, CEO of Immersion. "Partnering with a major international OEM distributor like Primax furthers this effort by opening up opportunities to bundle our technology with some of the largest computer manufacturers in the world."

Immersion's TouchSense technology allows computer users to feel objects, actions and environments that correspond to events on a computer screen. The underlying physical components of Immersion's technology are electro-mechanical devices placed inside a computer peripheral that translate digital information into physical sensations that are felt by the user. Today, Immersion's patented that technology is used in a wide range of consumer products available through numerous Immersion partners like Primax.

All peripherals produced through this partnership support Immersion TouchSense standards, which allow these devices to work with any touch-enabled software and webpages developed with Immersion's suite of free development tools. Developers interested in adding the sense of touch to their software programs and webpages can download the Immersion's Software Development (SDK) and Web Development Kits (WDK) for free at www.immersion.com/developers.

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 and its wholly owned subsidiaries hold over 80 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.

About Primax (www.primax.com.tw)

Headquarter in Taiwan since 1984, Primax Electronics Ltd., is listed in the Taiwan Stock Exchange (No. 2336). Primax offers a diversified product portfolio comprising computer peripherals, such as mice/pointing devices, gaming controllers as well as imaging products such as digital still cameras, pc cameras, scanners, LCD projectors plus wireless/broadband products and many more. Primax is dedicated in partnership with its global OEM/ODM customers on innovative technologies and services.

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 the anticipated introduction of touch-enabled computer mice by Primax, and the expectation that there will be a specific product announcement related to Primax's new touch-enabled computer mice in the next few months. 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, delay in or failure of Primax to launch a touch-enabled mouse product and the ability of Primax and Immersion to create consumer demand for Primax's touch-enabled mice.

Additional risks and uncertainties are outlined in Immersion's reports on Form 10-K and 10-Q, and its proxy statement/prospectus dated Sept. 13, 2000, 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.