

## Embedded World 2010



**Victor Viegas, Interim CEO and Director  
Immersion Corporation**

### **Opinion for the haptics application market in 2010**

Mobile phones have been a key driver for Immersion over the past several years. Debuting in the Korean market almost 5 years ago, Immersion's TouchSense haptic technology has shipped in over 70 million mobile handsets worldwide. Initially found in high-end feature phones, haptics is gaining popularity in touchscreen phones. We expect this trend to continue as handsets continue to evolve and become more complex and sophisticated. Manufacturers have recognized how critical user experience is to consumers and that touch feedback makes products more efficient, intuitive and fun.

Immersion continues to innovate and recently announced the TouchSense 4000, a new solution that leverages multiple actuators to provide "stereo-quality" haptics. Just as stereo took audio listeners to a more enjoyable listening experience, our TouchSense 4000 uses multiple actuators to create similar stereo effects. Handsets will soon be able to provide different haptic effects in different physical areas of the phone, and be able to vary those effects in a more sophisticated manner. We're dedicated to constantly improving and refining our solutions, integrating new technology and helping our partners produce exceptional, differentiated products. Our research and development team are working on even more innovations that we expect will launch later this year.

### **Immersion's role to create the Korean mobile haptic culture**

Korea has long been regarded as a leading and highly competitive market for the cell phone industry where adoption of technology often occurs well ahead of the rest of the world. Samsung and LG, both long-time partners, were at the forefront of valuing touch feedback and integrating our technology in their products. Early implementations included gaming, ringtone and music enhancements – and with the advent of the touchscreen, we really saw haptic adoption take off. These key partners continue to bring exciting, innovative products to market – it's been a great validation of the value of our solutions. We estimate that TouchSense technology is currently included in 25% of all touchscreen-based phones with that share continuing to grow. With Samsung and LG leading and proving consumer demand, we've since licensed other manufacturers around the world.

### **Prospect for other industrial applications in Korea**

We're changing the way that people interact with technology. An early application for haptics that continues to be a strong market for us is console gaming and peripherals; gamers have been clear, force feedback/rumble is a requirement. While over the past several years our cell phone business has really grown, we're now seeing haptics being leveraged across a range of consumer electronics including

digital cameras, personal navigation devices, media players, laptops and tablet computers; we expect this to continue. Other markets include appliances, office equipment and industrial controls – the adoption of touchscreens in such a wide variety of products has resulted in great opportunities for us. Another interesting market is automotive; our touch feedback technology is licensed to manufacturers and suppliers to make navigating and controlling infotainment systems more intuitive and less distracting.

**What's distinguishable from other competitors**

Immersion is truly the leader in developing and licensing haptics technology. We were founded in 1993 and have since built a broad intellectual property portfolio of over 800 issued or patents pending in the U.S. and other countries. Our solutions are sophisticated and reflect the best research and development in the market. We're enhancing user experiences by using touch feedback to increase satisfaction and add an emotional element, as touch is our most intimate sense.

We partner with great companies who understand the value of touch and our innovations have resulted in hundreds of products that integrate high-fidelity haptic systems to power exceptional user experiences.