Immersion, Provider of Haptic Technology, Recognized in Automotive Electronics

Company named "Cool Vendor" in two recently published reports by leading analyst firm

San Jose, Calif., August 5, 2014 – Infotainment and automotive control systems are becoming more complex with the number of features and functions that they are required to manage. By year-end 2020, Gartner predicts that more than 80 percent of all new vehicles sold in mature automobile markets, such as the United States, will offer connected-vehicle functionality. However, safety, ease-of-use and a streamlined interior design continue to be top priorities for automotive manufacturers as they incorporate advance technologies into the car.

As the leading developer and licensor of touch feedback technology, Immersion Corporation (Nasdaq: IMMR) is continuing to innovate and grow its portfolio of haptic solutions for the automotive industry. The company was included in the lists of “Cool Vendors” in both “Cool Vendors in Automotive Electronics, 2014” and “Cool Vendors in Asia/Pacific, 2014” reports recently published by Gartner, Inc.

“We have a crucial role to play in the automotive industry,” said Dennis Sheehan, senior vice president of sales and marketing at Immersion. “Haptics technologies provides a number of benefits for industry – safety, ease-of-use, and greater flexibility for interior design by adding critical tactile confirmation cues in place of buttons and knobs. Haptics should be in every vehicle that has a touch screen, panel or pad interface.”

“Some infotainment systems have been criticized for being difficult to use and distracting, due in part to cumbersome input devices,” wrote James Hines, research director, Gartner, Inc. “Haptic technology has been integrated with touchscreens, touch panels, touchpads and other capacitive surfaces throughout the vehicle interior — improving driver confidence while reducing both the time spent looking at the display and the number of secondary glances needed to perform a control function.”

With the increasing amount of content and capabilities in today’s cars, there is opportunity for new innovations to greatly impact automotive design. Immersion’s TouchSense software can produce unlimited distinct tactile effects to help automotive OEMs differentiate their UIs and make it easier for drivers to use infotainment systems. Immersion’s haptics solutions are used in a broad array of automotive brands today.

As a part of its offering, the company enables automotive OEMs to design their own haptic language, a customized set of distinctive tactile effects. In addition, the company has built an extensive network of partners — ranging from actuator and microcontroller suppliers to Tier 1 system integrators — to support the use of haptics in automotive environments.
For more information on Immersion’s automotive technology, visit
http://automotive.immersion.com

1 Gartner, “What to Expect at CES 2014 – Connected Cars,” Thilo Koslowski, 11 December 2013


3 Gartner, “Cool Vendors in Asia/Pacific, 2014,” by Denise Ganly, 4 June 2014

About Immersion (www.immersion.com)

Founded in 1993, Immersion (NASDAQ: IMMR) is the leading innovator in haptics, or tactile effects; 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 overcoming distractions while driving or performing a medical procedure; 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 1,650 issued or pending patents in the U.S. and other countries, Immersion helps bring the digital universe to life. Hear what we have to say at blog.immersion.com.

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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, Gartner’s predictions that more than 80 percent of all new vehicles sold in mature automobile markets will offer connected-vehicle functionality, statements regarding the benefits and availability of Immersion’s haptic technologies in the automotive space, and statements regarding Immersion’s crucial role in the automotive industry.

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 by Immersion and its licensees, including in the automotive business; inherent uncertainties regarding third party predictions (such as those made by Gartner); 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 force 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-Q, which is 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.

The use of the word “partners” in this press release does not mean legal partners.

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