

Immersion Fast Facts (Nasdaq: IMMR)

Company Headquarters and Worldwide Locations

Immersion Corporation Headquarters
801 Fox Lane
San Jose, CA 95131
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Founded: 1993

Immersion Canada
Montreal, QC, Canada

Immersion Medical
Gaithersburg, MD

Immersion Korea
Seoul, Korea

Online Press Rooms

Corporate: www.immersion.com/corporate/press_room/index.php

Console Gaming: www.immersion.com/gaming/video_pc/press/index.php

Medical: www.immersion.com/medical/press

Mobility: www.immersion.com/mobility/press/

Touch Interface Products: www.immersion.com/industrial/press/index.php

Company Overview

Founded in 1993, Immersion Corporation (Nasdaq: IMMR) is the recognized industry leader in haptic technology and products.

"Haptics," from the Greek "hapesthai," refers to the science of touch and to touch feedback technology. When companies put Immersion's haptics technology into their products, the tactile feedback engages the user's sense of touch to improve the product's usability and usefulness.

A broad range of products, such as medical training simulators, PC and video console games, mobile phones, and automotive and industrial controls, use Immersion technology, including:

- The Microsoft Xbox and the Sony PlayStation consoles
- Hundreds of gaming products that deliver force feedback or vibro-tactile effects on systems running Microsoft Windows or Apple Mac OS and on the Microsoft Xbox and Xbox 360, Sony PlayStation and PlayStation 2, and Nintendo GameCube
- Over 2,000 Immersion Medical training simulators installed around the world at medical schools, teaching hospitals, and community colleges including Beth Israel, Mayo Clinic, Northwestern Memorial, and Stanford University
- Driver controls for vehicles from four companies (BMW, Mercedes-Benz, Volkswagen, and Rolls Royce)
- Mobile phones such as those from LG, Nokia, and Samsung

Patents (as of 4/1/08)

Immersion's patent portfolio includes over 700 issued or pending patents in the United States and other countries around the world.

Management (business biographies at www.immersion.com)

Clent Richardson, President and CEO

Stephen Ambler, Chief Financial Officer and Vice President, Finance

Chuck Joseph, Sr. Vice President and General Manager, Touch Interface Products

Mike Levin, Vice President, IP Strategy

Leslie Mulligan, Vice President and General Manager, Gaming & Design Technology

Janice Passarello, Vice President, Human Resources

Laura Peter, Vice President and General Counsel

Christophe Ramstein, Sr. Vice President, Research and Engineering

Gayle Schaeffer, Vice President, Corporate Marketing

Employee Headcount (as of 6/30/08) – approximately 170

Markets & Solutions

Immersion sells its products into various markets including Automotive, 3D interaction and measurement, Controls, Entertainment, Medical, and Mobility.

Medical

Immersion's medical simulators create realistic training environments in which clinicians learn difficult medical procedures without risking the welfare of patients. When doctors train on medical simulators with advanced 3D computer models and graphics, high-fidelity sound, and realistic tactile feedback, it can lead to better quality healthcare. The realistic simulation provided by Immersion helps to accelerate learning, objectively measure skills, and reduce operating room time and medical costs. Over 2,000 medical simulators have been sold worldwide to hospitals and other teaching institutions to train clinicians who perform minimally invasive endovascular, endoscopy, laparoscopy, and vascular access procedures. In addition, Immersion has partnered with leading medical device companies such as Medtronic, Laerdal, and Terumo to develop certain of its simulators.

Automotive

Immersion's haptics technology in programmable rotary dials, scroll wheels, and touchscreens enables more intuitive driver and occupant controls. Immersion's programmable haptic devices provide the driver with appropriate information and responses that can help improve user satisfaction and safety. Tactile feedback in touchscreens and multi-function controllers can help an automaker achieve a sleek look, a consistent feel, and lower wiring and other costs. In the automotive industry, Immersion has license agreements with ALPS Electric, BMW, Methode, Siemens VDO Automotive, SMK, and Volkswagen.

Mobility

Immersion's haptic technology more purposefully engages the powerful sense of touch for the mobile phone market, dramatically enhancing the quality of the user communication experience. The VibeTonz[®] System combines a complete authoring and composition tool with a mobile phone player to fuel new content and services such as enhanced alerts, dialing cues, games, messages, ringtones, and user interface features including tactile feedback for touchscreen presses. Immersion has announced business relationships with the

OEM handset manufacturers KTFT, LG Electronics, Nokia, and Samsung; a Korean operator, SKT; several content providers such as I-play, Indiagames, PlayerOne, Pulse Interactive, Punch Entertainment, SkyZone, Sonic Branding Solutions, and Superscape; as well as technology relationships with QUALCOMM, Symbian, and motor manufacturers Samsung Electro-Mechanics and SANYO. Samsung and LG have produced VibeTonz-enabled handsets for major operators worldwide. These CDMA or GSM handsets include touchscreen, clamshell, specialty-gaming, mid-tier, and high-end designs for a wide range of consumers. For more information, refer to *Handsets with Immersion VibeTonz Technology* posted on Immersion's Mobility Press Room at <http://www.immersion.com/mobility/press>.

Entertainment

Immersion TouchSense® touch feedback technology enlivens PC, Mac, and console video games, arcade games, and theme park attractions. TouchSense technology allows users to feel the crash of a space ship, the bumps in the road, or the vibrating hum of a light saber. Immersion licenses its technology to Microsoft for the Xbox and Xbox 360 systems and other products, to Sony for PlayStation and other products, and to Logitech, Nyko, MadCatz, ThrustMaster and many other gaming companies to add realistic touch feedback to the gaming experience.

Controls

Immersion technology can be used to provide touch feedback in touchscreens for automobiles, machine controls, office automation equipment, consumer devices, such as personal navigation systems and remote controls, and other products for many more markets. Touchscreens that "touch back" restore the rich, tactile information conveyed through mechanical controls, such as when typing on a keyboard or pressing a switch. Under an agreement with Immersion, 3M Touch Systems can manufacture and distribute its MicroTouch touch screens incorporating Immersion TouchSense technology to the casino gaming and bar-top amusement markets. Immersion's programmable haptic-based rotary technology can be used for controls for test and measurement, audio/visual, music, lighting, medical, and other types of capital equipment.

3D

MicroScribe® portable CMMs and digitizers provide fast and affordable solutions for digitizing 3D objects, reverse engineering, measurement, and inspection. Animators can achieve realistic hand and finger movement using the CyberGlove® family of motion capture devices. Immersion's 3D interaction products offer corporate, university, and government research groups a virtual environment for interactive design and prototyping.

Company Milestones – Immersion Brings Haptics Mainstream

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| 1993-95 | Forward-thinking haptics engineers from Stanford University and MIT see the vision and market opportunity to migrate very large, expensive haptic systems into small, portable consumer technologies priced under \$100. They build the underlying haptic technology architecture and proprietary algorithms, and start designing and selling joysticks, specialized input devices, digitizers, and products for medical simulation. Many patent applications are filed to protect their innovative ideas. |
| 1996 | Immersion partners with CH Products to launch the world's first consumer force feedback product, the CH Force FX force feedback joystick for PC |

games. This product wins awards and special recognition from PC Magazine, PC Gamer, and Computer Gaming World among others.

1997 Immersion partners with Microsoft to incorporate Immersion's force feedback gaming standard into Microsoft Windows in DirectX 5.0.

1998 Immersion Medical (then HT Medical) launches the CathSim® vascular access medical training simulator that grew to include modules for teaching I.V. procedures on pediatric, adult, and geriatric patients, as well as phlebotomy and peripherally inserted central catheter procedures.

1999 Haptics adoption gains momentum in the PC gaming market with over 100 force feedback software games and over 24 products with Immersion's licensed technology inside.

Immersion Medical launches the first simulator for endoscopy procedures, now known as the Endoscopy AccuTouch® System that simulates both upper and lower gastrointestinal endoscopic procedures, as well as bronchoscopy.

Immersion goes public on NASDAQ.

2000 Immersion completes three acquisitions of technology companies — HT Medical Systems, Virtual Technologies, Inc., and Haptic Technologies.

2001 Logitech launches the Logitech Driving Force steering wheel, a critically acclaimed PlayStation2 product with Immersion's TouchSense technology.

2002 Immersion's licensed haptic technology debuts in BMW's new 7-series vehicle.

2003 Microsoft licenses Immersion technology for the Microsoft Xbox system and other future products.

Immersion partners with Apple Computer to incorporate Immersion's force feedback gaming standard into Apple's Mac OS platform. Immersion's licensed OEMs introduce 12 new force feedback peripherals, several compatible with the Macintosh computer, and Immersion launches TouchWare™ Gaming, a Consumer Electronics Show (CES) Innovations award-winning software product that brings touch feedback effects to any PC game.

2004 Immersion Medical launches an endovascular simulator, developed in conjunction with Medtronic, Inc., which helps prepare doctors to perform angioplasties.

Samsung licenses Immersion's technology for mobile phones.

Immersion Mobility launches the VibeTonz System, bringing the power and realism of touch to the mobile phone market.

2005 QUALCOMM makes an Immersion VibeTonz System extension for its BREW solution available worldwide through the BREW Distribution System.

Samsung releases the first mobile phones in U.S. and Korea with VibeTonz technology. Immersion signs license agreement with Korean operator, SKT, handset manufacturer SKY Teletch, and various content providers.

Immersion introduces its TouchSense technology for touchscreens at the Society of Information Display symposium. Instead of just feeling the touchscreen surface, users perceive that onscreen buttons press and release like physical buttons and switches.

Immersion and 3M sign an agreement for 3M to manufacture and distribute MicroTouch touch screens that incorporate Immersion TouchSense technology for the casino gaming and bar-top amusement industries.

Immersion signs a license agreement with Volkswagen for the use of TouchSense technology in its passenger vehicles.

2006 Orange becomes the first wireless operator in Europe to offer a mobile phone with Immersion's Vibetonz System, the Samsung E770, as well as downloadable games for the phone to its subscribers in the U.K. T-Mobile becomes the first to offer the phone in Germany, Europe's largest wireless market.

SMK Corporation, a global manufacturer of electromechanical components, signs a worldwide technology license agreement for use of TouchSense technology in haptic touch panels for automotive OEMs and their tier suppliers. SMK may also include the technology in touch panels for office equipment, appliances and white goods, industrial controls, kiosks, point-of-sale terminals, and aerospace applications.

Verizon Wireless launches the new feature-rich Samsung SCH-a930 with the VibeTonz System onboard, and Immersion signs new developer agreements with Punch Entertainment, SkyZone Entertainment, and Sonic Branding Solutions.

The VibeTonz System expands to provide an unmistakable tactile confirmation to the user when their press on a PDA or smartphone touchscreen is accepted as input.

SK Telecom launches a new multimedia service for its 20 million subscribers that is based exclusively on VibeTonz-enhanced music clips.

LG Electronics, the world's top manufacturer of CDMA mobile handsets and fourth in the number of handsets sold worldwide, obtains a worldwide license for VibeTonz technology.

Immersion signs a license agreement with wireless content aggregator GeoTel, allowing it to work with content providers and provide VibeTonz-enhanced games, ringtones, and other content and services to South Korea's second largest wireless operator, Korea Telecom Freetel (KTF).

2007 Samsung launches the SCH-W559, the first touchscreen-based phone in the world to use the VibeTonz system to provide tactile feedback for touchscreen interactions.

Immersion Medical updates its endovascular platform with features that allow it to simulate a wider range of procedures that require as many as four devices or tools and involve more regions of the body.

TouchSense tactile feedback for touchscreen-based portable devices is announced. The technology can be licensed by OEMs and system integrators and embedded into handheld electronics, such as personal navigation devices, remote controls, portable games, media players, test equipment, and mobile data terminals.

Immersion Medical introduces the Laparoscopy VR™ Surgical Simulation System, the first laparoscopy surgical simulator designed as a complete system with tightly integrated TouchSense-enabled haptic hardware and software.

Nokia, the world's leading mobile device manufacturer, licenses Immersion's VibeTonz tactile feedback for mobile devices.

Immersion Medical adds an OB/GYN module for the LaparoscopyVR™ Surgical Simulator, making it the only platform for training of three commonly performed OB/GYN procedures: ectopic surgical intervention, tubal occlusion, and salpingo-oophorectomy (fallopian tube and ovary removal). A second module, Running the Bowel, trains procedural skills commonly needed during trauma, general, OB/GYN, bariatric, and colon-rectal surgery.

A new licensee, CTT-Net of Korea, launches the world's first personal navigation devices (PNDs) that use Immersion's TouchSense technology to provide tactile feedback for touchscreen interactions.

2008

Over 20 million mobile phones with VibeTonz technology have been shipped by licensees, including 10 million shipped in 2008. To date, over 88 VibeTonz-enabled mobile phone models have shipped, targeted at a wide range of markets and demographics.

Results of a study on 2006 patents, commissioned by *IEEE Spectrum* magazine and prepared by 1790 Analytics, show Immersion ranked first in Pipeline Originality, ahead of companies such as AT&T, Boeing, Cisco, Hewlett-Packard, IBM, Intel, Medtronic, Microsoft, Motorola, Nokia, Samsung, Sony, and Xerox.

Immersion Medical adds Suturing, Knot Tying, and Needle Orientation and Driving skills to the LaparoscopyVR surgical simulator and signs an agreement to market and sell GMV's insightArthroVR® virtual reality arthroscopy surgical simulator in most countries around the world.

The TouchSense Design Kit for Small Touchscreens is introduced to enable product designers to rapidly prototype touch feedback in products with touchscreens of up to 6 inches (diagonal).

Additional Resources and Links

Immersion Web site: www.immersion.com

NASDAQ symbol: IMMR, for stock price go to immr.client.shareholder.com

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