



## **Immersion Corporation: Background**

*Today it's keyboards and mice, but I expect interactions, conversational interactions, gestural interactions to be normal.... including the possibility of haptic interactions – touch. Not just touch screens, but the ability to remotely interact with things...*

Vint Cerf, “Father of the Internet”

### **Bringing the Digital Universe to Life**

Immersion improves user experience by harnessing human touch for a more compelling sense of the digital world. Touch is as vital to experience as sight and sound, and haptic (touch) technology is key to delivering truly engaging and more fulfilling digital experiences. Innovators applying touch feedback across an increasingly broad range of markets enjoy a clear competitive advantage and a greater revenue opportunity through products that are more intuitive, satisfying, efficient, fun, and in many cases, safer. Immersion provides full fidelity programmable haptic systems that can be easily integrated into products to make this dramatically improved user experience possible.

Founded in 1993 (NASDAQ: IMMR), [Immersion](#) is the recognized leader in developing, licensing, and marketing digital touch technology and products. Its patent portfolio includes over 800 issued or pending patents in the U.S. and other countries. Immersion licenses the company's advanced touch feedback technology, helping manufacturers deploy innovative and compelling multimodal product experiences. With haptic feedback, electronic interfaces are more engaging, productive, safer, or more entertaining.

### **Mobility**

With Immersion's technology, mobile devices can deliver haptic communication resulting in more engaging and productive experiences. By providing unmistakable confirmation of a user's input, touch feedback makes typing, dialing, browsing, scrolling, and navigating feel easier, more efficient, and more natural. Intuitive tactile effects add depth, meaning, and fun to content including ringtones, videos, games, and music.

Current licensees of Immersion's technology include the top three mobile phone manufacturers: Samsung, LG, and Nokia. To date, more than 100 million handsets with Immersion's haptic technology have shipped around the world.

### **Consumer Electronics**

Immersion's technology delivers optimum gameplay in hundreds of video games and leading video console gaming systems, including Microsoft's Xbox and Sony's PlayStation line of products. Several gaming peripheral manufacturers are also licensees. Only Immersion can offer gamers the enjoyable and immersive qualities of rumble force feedback.

Other consumer products such as personal media players, navigation devices, and cameras are beginning to adopt touchscreens. For these controls, haptic response leads to fewer keystrokes, faster task

completion, and reduced errors. Virtual and variable touchscreen buttons or dials can now be used with the same certainty and ease as physical keyboards and knobs.

### **Medical**

Immersion licenses its haptics technology to enable highly realistic medical simulations and provide touch feedback to robotic surgical systems and other medical devices.

### **Automotive**

Immersion's technology offers flexible haptic programmability and integration for automotive applications, enabling the industry to streamline interfaces and minimize control clutter. These haptic-enabled solutions are aesthetically pleasing, more ergonomic, less distracting, and reduce glance time by letting a driver receive unmistakable confirmation through their sense of touch. Manufacturers who have integrated Immersion's technology include Alps Electric, BMW, Denso, Toyota/Lexus, and Visteon. Immersion also sells automotive-grade haptic actuators for touchscreens and touch surfaces.

### **Industrial and Commercial Equipment**

When equipment such as process controls, casino gaming machines, ATMs, and kiosks exhibit lag time between when a virtual button is pressed and a perceivable response, it can be confusing and frustrating to users. They can't be sure the machine is working. Haptic touch controls that provide unmistakable feedback and immediate confirmation allow people to not only know their input was accepted, but whether they pressed a button appropriate to the task. Immersion brings a full-fidelity haptic experience to these controls for greater accuracy, efficiency, safety, and task completion.

Immersion offers intuitive experiences for both the simple and advanced features of office automation equipment. In machines such as printers, desktop phones, and copiers, haptic feedback leads to fewer errors, less redialing, less wear and tear, and quieter, less distractive environments.