Using Touch to Create Meaningful Conversations and Connections in Chat

For mobile messaging services – chat apps, stickers and emoticons providers, and social media networks

The very nature of text messaging has transformed how we communicate on a global scale. However, one thing has always been missing—the ability to convey emotion in short text messages.

Emoticons and stickers have emerged as a fun, expressive and emotional way for people to communicate with each other in mobile messaging. The visual imagery taps into our ability to recognize human emotion through animated form. Touch, one of the most meaningful ways to create a connection with another person, is the next step in the evolution of this communication medium.

Tactile effects create an opportunity for application and service providers to offer a unique, fun, distinctive product that capture users’ attention and keeps the conversation going. Tactile effects are a powerful tool for designers and publishers, alike, and enable them to add more value to their messaging experience.

Immersion’s Content & Media Solution
Immersion provides an end-to-end solution that enables the creation, the distribution, and the high quality experience of tactile effects. With Immersion’s solution, sticker designers and chat publishers can utilize tactile effects in numerous ways to simulate real world feelings of emotions, actions, and situations.

With a set of content authoring tools, Immersion’s software brings stickers to life by creating the experience of:

- Emotional states such as laughing, pleading, cheering
- Physical activities such as dancing, eating, sleeping
- Cultural references such as events, personal jokes, situations

Immersion’s haptic technology, software that adds tactile effects, can be used to enhance emoticons, stickers and other interactions in chat applications and social media. These effects provide people with a more meaningful way to express their emotions, have conversations and form connections in the digital world.
By precisely controlling the vibration motor, Immersion’s content and media solution is able to playback a stream of distinctive tactile effects, stored in a ‘haptic track’, alongside the content as it is being enjoyed on mobile devices.

The Process of Adding Tactile Effects to Content

Author haptic effects
A haptics engineer authors tactile effects for a piece of content using Immersion’s content authoring tools.

Media SDK decodes haptic track and talks to device
The player in the app or advertising network decodes the haptic track.

Device drivers activate motors for haptic effects
The decoded haptic track activates the motors on Android devices and plays back the content.

“They are cute and they are good for conversation – sometimes you don't want to say [how you feel, you want to] just show how you feel.”

—Feedback from study participant

Consumer Experience With Tactile Effects
Quantitative user research has shown that tactile enhanced stickers result in improved user experience in expressive value, attention value, and commercial value.

88% of participants agreed tactile enhancement generally adds value to their chat experience

93% of Android users were willing to pay more for tactile enhanced stickers

Notable Benefits
On average, participants reported feeling 15-25% more engaged while viewing tactile enhanced stickers. In addition, there were significant increases in:

- Engagement and expressiveness
- Willingness to pay
- Intent to share

88% adds value to chat
93% willing to pay more

About Immersion
As the leading innovator of haptic technology, Immersion (NASDAQ: IMMR) believes that touch is an essential part of the human experience. Haptic technology provides critical confirmation feedback, enhances the sense of realism, and enables a richer experience between users and their devices.

Broadly adopted in over 1.5 billion digital devices, including mobile phones, wearables, console game controllers and automotive interfaces; Immersion works with leading manufacturers, such as LG, Huawei, Samsung, Xiaomi, and others.

Immersion, founded in 1993, has been developing haptic technologies for 20+ years and holds more than 1700 issued and pending patents in the U.S. and other countries. Visit us at www.immersion.com

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