Creating Immersive Touch Experiences in Mobile Video and Advertising

For advertisements, movies, TV, trailers, action sports, music, logo treatments, short-form, promotional and other content.

The experience with connected digital devices has been primarily two-dimensional: voice and visual.

Because of the assumed limits on technology, touch, the most effective way of forming a deeper connection with another person, is often a disregarded element of the digital experience.

Immersion, through its continued innovation, is enhancing the digital experience with haptics technology – the science of touch. Applying touch in the form of tactile effects creates an immersive experience that is effective at evoking the audience’s emotion and engagement as they enjoy digital content.

For the content and advertising industry, this is an opportunity to reach, engage and influence the audience at a new level. Haptic technology is a powerful tool for content publishers and advertisers to use in today’s world of increasingly fragmented audiences, rise of second screen devices and move to branded content.

**TouchSense Engage™ Software Solution**

Immersion’s TouchSense Engage provides an end-to-end solution that enables the creation, distribution and the high quality playback of tactile effects. With TouchSense Engage, content producers can create an unlimited number of tactile effects to simulate the real world feel of the action, emotion, and settings to enhance their content.

With a set of content authoring tools, Immersion’s software enables the creation of:

- The feel of the engine roaring in a car
- The feel of explosions, collisions, and deep sound effects in a trailer
- The sense of touch as a narrative element for storytelling.

By precisely controlling the vibration motor, Immersion’s content and media solution is able to playback a stream of distinctive tactile effects, a ‘haptic track’, as the content is being enjoyed on a mobile phone or tablet device.
“It makes the videos feel more like an experience than just watching the video normally.”

The Process of Adding Tactile Effects to Content

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

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

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

Notable Benefits
On average, 85% of the participants said they felt more immersed in the content while viewing tactile-enhanced video. In addition, there were significant increases in:
- Recall
- Completed views
- Intent to share

Consumer Experience With Tactile Effects
Quantitative user research has shown tremendous improvement in user experience, advertising response, persuasion and recall.

62% of users say that the quality of the experience with tactile effects is better

15% were more likely to go see a movie after seeing a trailer with tactile effects

Participants reported a 5% greater change of brand sentiment after viewing an ad with tactile effects over one without.

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 1650 issued and pending patents in the U.S. and other countries. Visit us at www.immersion.com