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HARMAN Partners with Ultrahaptics to Bring Custom Haptic Sensations to the Connected Car

New Haptic Technology Keeps Drivers Focused on the Road by Controlling Commands with Sensations

STAMFORD, Conn.--(BUSINESS WIRE)-- [HARMAN International](#) (NYSE:HAR), the premier connected technologies company for automotive, consumer and enterprise markets, today announced the development of a mid-air haptic feedback system, developed in partnership with Ultrahaptics, an organization dedicated to creating a connection between people and technology by using ultra sound to project sensations onto a hand. The new technology allows drivers to control infotainment and audio systems with hand gestures, enabling them to keep their eyes on the road and lowering cognitive distraction while driving. Reducing driver distraction is critical as distracted drivers are responsible for accidents that daily claim more than eight lives and cause 1,161 injuries in the United States, according to the Centers for Disease Control and Prevention.

In collaboration with Ultrahaptics, HARMAN has created a mid-air haptic system featuring sophisticated sensations that can control multiple in-vehicle systems, including audio infotainment functions. The system creates haptic sensations that track the driver's hand movements, which then gives feedback for various gesture commands. The haptic solution allows drivers to simply move their hands in the air and feel the controls to adjust their embedded infotainment system.

"As cars become more connected, driver safety has never been more important, which is why HARMAN constantly works to deliver solutions designed to keep drivers safe on the road," said Stefan Marti, VP, Future Experience, HARMAN. "Our haptic feedback solution makes the driving experience safer by enabling drivers to keep their eyes on the road while still maintaining intuitive control of infotainment and audio systems."

HARMAN worked closely with Ultrahaptics to design this unique system combining custom haptic sensations, gestural interfaces and HARMAN's custom visual interactive Graphic User Interface (GUI). This solution from HARMAN and Ultrahaptics showcases a unified system with a highly-integrated haptic and audio-visual component.

"Partnering with HARMAN to combine expertise from both organizations has enabled us to develop a unique solution that will improve driver safety," said Steve Cliffe, CEO, Ultrahaptics. "Technology and connectivity continue to be further integrated into our lives, particularly in the car, requiring organizations to consistently innovate to deliver technology that will change how drivers interact with their vehicles to keep them safer while driving."

ABOUT HARMAN

HARMAN ([harman.com](#)) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and connected services. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 25 million automobiles on the road today are equipped with HARMAN audio and connected car systems. The Company's software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia and reported sales of \$7.2 billion during the last 12 months ended December 31, 2016. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.

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