



## Immersion Issues Patent Licenses for Tactile Feedback Video Game Console Peripherals

SAN JOSE, Calif., Jul 11, 2007 (BUSINESS WIRE) -- Immersion Corporation (Nasdaq:IMMR), a leading developer and licensor of touch feedback technology, today announced that gaming peripheral manufacturers Hori (U.S.A.) and Katana Game Accessories have both entered into patent licenses with Immersion, including rights for advanced vibro-tactile, spinning mass gaming technologies for dedicated portable gaming devices and computer and console video gaming peripherals. Hori develops peripherals and accessories for gaming consoles such as the Sony PlayStation, Microsoft Xbox, and Nintendo products. Katana designs, manufactures, and in September 2007, will begin distributing peripherals for Sony PlayStation products in North America. Under the terms of the license, these products will now bear Immersion's Feel The Game(R) TouchSense(R) Technology logo.

"All our products are built with the strictest standard of quality," said Yuuki Mizutani, of Hori (U.S.A.). "Rumble technology is one of the key features that makes playing racing and flight simulator games on Hori controllers easier and more realistic."

"As a company that has just entered the console accessory business, Katana is focused on providing very high-quality products to enhance the Sony PlayStation gaming experience," said Katana President Chris McGlynn. "We consider Immersion's technology a key ingredient and look forward to putting it to work for PlayStation gamers."

About Hori (U.S.A.) Inc. ([www.hori.jp/us](http://www.hori.jp/us))

Founded in 1969, Hori Co., Ltd. has become a leading company in Japan for designing and manufacturing innovative game console accessories. With its long history, Hori has pioneered many concepts that have made gaming more fun and enjoyable. Hori has offices in Japan, China, and the U.S. with around 100 employees.

About Katana Game Accessories ([www.katana-accessories.com](http://www.katana-accessories.com))

Newly formed Katana Game Accessories has been licensed by Sony Computer Entertainment to produce gaming peripherals and accessories for Sony PlayStation Portable, PlayStation 2, and PlayStation 3 platforms. The soon-to- be released product line includes controllers, memory cards, Bluetooth Technology devices, cabling, and other accessories. Katana has offices in Canada, China, Macao, Singapore, and the U.S.

About Immersion ([www.immersion.com](http://www.immersion.com))

Founded in 1993, Immersion Corporation is a recognized leader in developing, licensing, and marketing digital touch technology and products. Using Immersion's advanced touch feedback technology, electronic user interfaces can be made more productive, compelling, entertaining, or safer. Immersion's technology is deployed across automotive, entertainment, industrial controls, medical training, mobility, and three-dimensional simulation markets. Immersion's patent portfolio includes over 600 issued or pending patents in the U.S. and other countries.

### Forward Looking Statements

This press release contains "forward-looking statements" that involve risks and uncertainties, as well as assumptions that, if they never materialize or prove incorrect, could cause the results of Immersion Corporation and its consolidated subsidiaries to differ materially from those expressed or implied by such forward-looking statements.

All statements, other than the statements of historical fact, are statements that may be deemed forward-looking statements, including any projections of earnings, revenues, or other financial matters; any statements of the plans, strategies, and objectives of management for future operations; any statements concerning the use of Immersion's technology in products of Hori or Katana Game Accessories or consumer and market acceptance of force feedback products in general; proposed products or services; any statements regarding future economic conditions or performance; statements of belief; and any statement or assumptions underlying any of the foregoing. Immersion's actual results might differ materially from those stated or implied by such forward-looking statements due to risks and uncertainties associated with Immersion's business which include, but are not limited to, delay in or failure to achieve commercial demand for Immersion's products or a delay in or failure to achieve the acceptance of force feedback as a critical user experience.

For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in our most current Form 10-Q, which is on file with the U.S. Securities and Exchange Commission. The forward-looking statements in this press release reflect our beliefs and predictions as of the date of this release. We disclaim any obligation to update these forward-looking statements as a result of financial, business, or any other developments occurring after the date of this release.

Immersion Feel the Game, TouchSense and the Feel The Game(R) TouchSense(R) Technology logo are trademarks of Immersion Corporation in the United States and other countries. All other trademarks are the property of their respective owners.

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