



Immersion's Advanced Force Feedback Technology to be Available for the Nintendo GameCube Platform Through Licensing Partner

Logitech's New Force Feedback Steering Wheel Includes Haptic Technologies Licensed From Immersion

SAN JOSE, Calif., Jul 15, 2002 -- Immersion Corp. (Nasdaq:IMMR), a leading developer and licensor of haptic feedback technology, announced that its premier gaming licensing partner, Logitech, has incorporated haptic technology in the new Logitech Speed Force. This is the first steering wheel to include advanced force feedback technology for Nintendo GameCube. The wheel will enable gamers to feel every turn, bump and dip during gameplay, providing a more realistic and engaging experience. In addition, advanced force feedback can allow gamers the opportunity to improve performance. For example, a user could feel the wheels begin to lose contact with the road and react before a slide occurs.

The wheel is expected to sell for approximately \$50, which is half the cost of many other force feedback wheels on the market today. Logitech and Nintendo are working closely with game developers to ensure a wide variety of games will be available to support the wheel.

"Our goal in developing interactive peripherals capable of delivering touch sensations is to offer consumers the richest entertainment experience possible," said Fred Swan, director of marketing for Interactive Entertainment at Logitech. "Force feedback technology adds a vital component to the overall realism of any game being played with our new Speed Force wheel."

"The Logitech Speed Force wheel is a milestone in the evolution of force feedback technology for the gaming console market," said Ramon Alarcon, director, gaming and entertainment, at Immersion. "Having our technology advanced on the Nintendo Gamecube platform, as well as the significant drop in price for a force feedback wheel, opens the door to a new audience of gamers, and demonstrates the growing penetration of haptics in gaming."

About Immersion (www.immersion.com)

Founded in 1993, Immersion Corp. is a recognized leader in developing, licensing and marketing haptic technology and products. Bringing value to markets where user/ product interaction needs to be made more compelling, safer or productive, Immersion helps its partners develop and increase competitive advantage and broaden market reach by making the use of touch sense feedback as critical a user experience as sight and sound. Immersion's technology is deployed across personal computing, entertainment, medical training, automotive and three-dimensional simulation markets. Immersion and its wholly owned subsidiaries hold over 160 issued patents worldwide.

This media alert contains forward-looking statements, including in particular statements about future development plans and efforts. Forward-looking statements made in this press release are based on current information, which we have assessed but which by its nature is dynamic and subject to rapid and even abrupt changes. Immersion does not undertake any obligation to update or revise publicly any forward-looking statement, whether as a result of new information, future events or otherwise. Forward-looking statements include statements regarding the development and performance of touch-enabled technology. 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 touch-enabled technology products.

Risks and uncertainties related to Immersion's business in addition to those described above are further outlined in Immersion's Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. These reports are filed with the Securities and Exchange Commission. These factors may not constitute all factors that could cause actual results to differ materially from those discussed in any forward-looking statement. Immersion is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

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