



HP and RCA Mouse Now Shipping with Immersion Technology

Thomson multimedia and Immersion Bring Touch-Enabled Mouse To Major U.S Retailers

SAN JOSE, Calif., September 4, 2001 - With more than 90 percent of laptop and desktop users relying on a mouse peripheral to aid computer navigation, Immersion Corp. (NASDAQ: IMMR) and Thomson multimedia (NYSE: TMS) have introduced a new mouse product to bring digital touch to the computing experience. The mouse, co-branded under the Hewlett-Packard Company and RCA brand names, is currently available at major national retailers including Best Buy, CompUSA, and West Coast retailer Fry's Electronics. The mouse is targeted to the general computing and business markets.

"We are continuing to offer products that truly enrich a user's lifestyle," said Mark Schaffner, marketing manager, accessories, for Thomson multimedia, the manufacturer and marketer of RCA-brand products. "The TouchSense technology offers a totally new computing experience and is part of a new line of HP and RCA co-branded computer accessories that expand the functionality and entertainment value of the home computer."

The mouse is built with Immersion's TouchSense™ technology inside, which enables computer users to experience "touch" sensations when interacting with their computers. Users feel objects and sense actions that correspond to events, graphics or icons on a computer screen. The mouse lets people physically interact with anything the cursor encounters. Tactile sensations correspond to cursor movement over icons and menus, command bars, folders, tool bars, Web buttons and hyperlinks.

Bert Parekh, vice president and general manager of computer & entertainment group for Immersion, said: "Now with Thomson multimedia's broad distribution channel and the brand recognition of both HP and RCA, our innovative tactile feedback technology is able to reach many new consumers. Adding the sense of touch to a computer mouse provides an intuitive element to the interface."

About Thomson multimedia

With sales of 9.1 billion Euros (U.S. \$ 8.3 billion) in 2000 and 73,000 employees in more than 30 countries, Thomson multimedia (Paris Euroclear: 18453) (NYSE: TMS), provides a wide range of video (and enabling) technologies, systems, finished products and services to consumers and professionals in the entertainment and media industries. To advance and enable the digital media transition, Thomson multimedia has five principal activities: Digital Media Solutions, Displays and Components, Consumer Products, Patents and Licensing, and New Media Services. The company distributes its products under the popular THOMSON, RCA and TECHNICOLOR brand names. For more information: www.thomson-multimedia.com.

About Immersion (www.immersion.com)

Founded in 1993, Immersion Corp. (NASDAQ: IMMR) develops, licenses and markets advanced hardware and software technologies and products that let people touch the digital world. Immersion's haptic technology can be applied to virtually every digital experience including personal computing, entertainment, medical training, automotive interfaces, and three-dimensional simulation. Immersion's patented TouchSense® technology dramatically improves computer users' performance and productivity by unlocking their sense of touch and allowing them to feel what they see and do on the computer screen. Immersion's medical simulation systems allow healthcare professionals to improve their procedural skills and increase patient safety by using 'digital patients'. Immersion and its wholly owned subsidiaries hold over 100 issued patents worldwide.

Statements made in this press release other than statements of historical fact are forward-looking statements, including those that reflect management's current forecast of certain aspects of Immersion's future. 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. Forward-looking statements include statements regarding the market for a touch-enabled mouse product targeted at the general computing market. 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, commercial acceptance of a touch-enabled mouse product designed for the general computing market.

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.