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Immersion Unveils Enhanced Haptic SDK at Google I/O

Attendees may test drive new developer tools, sample the latest haptic-enabled apps and experience next-gen haptic technology in the Developer Sandbox

SAN FRANCISCO--(BUSINESS WIRE)-- Immersion Corporation (Nasdaq:IMMR), the leader in touch feedback technology development and licensing, will be participating in the Google I/O Developer Sandbox on Thursday, June 28th demonstrating the latest updates to its [Haptic Development Platform](#), which provides new capabilities and flexibility for third-party developers to incorporate touch feedback into games and applications. Designed specifically for Android, Immersion's Haptic Development Platform offers a wide ranging menu of over 120 pre-designed haptic effects with a simple SDK to allow app developers to quickly and easily incorporate high-quality haptic effects.

"We've received great response from developers on the value haptics bring to mobile gaming and entertainment experiences; with this release of our Haptic SDK, we're providing developers with increased design flexibility and even better effects," explains Robert Lacroix, vice president of research and development at Immersion. "Our new release extends support for native applications beyond Java to also include C, C++ and C# interface for Unity3D. Developers will be able to incorporate haptics into HTML 5 via a JavaScript interface, allowing them to bring advanced haptic technology to an entire new category of apps."

As an invited participant in the Google I/O Developer Sandbox, Immersion will be demonstrating the new Haptic SDK and tools, as well as a broad range of third-party applications from leading developers, including Rockstar Games and SEGA of America, using Immersion's technology. In addition, Immersion will provide Google I/O attendees with a demonstration of next-generation high fidelity haptic technology. This next-gen technology will offer developers the ability to create dynamic and expressive user interfaces that must be experienced in person.

"Immersion is excited to be selected by Google as a player providing innovative technology to the Android ecosystem," explains Dennis Sheehan, vice president of marketing at Immersion. "We're looking forward to demoing great technology at Google I/O and inspiring developers to experiment and create compelling touch experiences using our platform."

WIP Demo Lounge at Google I/O

For those unable to attend Google I/O, Immersion will be sponsoring the Wireless Industry Partnership's Lounge at Google I/O at Jillian's Billiards June 27-28. Attendees can kick back, enjoy some food, drink and wi-fi, play haptic-enabled games, and get some one-on-one time with Immersion's Developer Evangelists. Tickets are free and available on a first come, first serve basis: <http://bit.ly/KHps4v>

To learn more about solutions for Mobile OEMs, visit: <http://bit.ly/TouchSenseMobile>

For third-party developers interested in the latest Haptic SDK, visit: <http://bit.ly/HapticSDK>

About Immersion (www.immersion.com)

Founded in 1993, Immersion (NASDAQ: IMMR) is the leading innovator in [haptic technology](#); the company's touch feedback solutions deliver a more compelling sense of the digital world. Using Immersion's high-fidelity haptic systems, partners can transform user experiences with unique and customizable touch feedback effects; excite the senses in games, videos and music; restore "mechanical" feel by providing intuitive and unmistakable confirmation; improve safety by overcoming distractions while driving or performing a medical procedure; and expand usability when audio and visual feedback are ineffective. Immersion's TouchSense technology provides haptics in mobile phone, automotive, gaming, medical and consumer electronics products from world-class companies. With over 1,200 issued or pending patents in the U.S. and other countries, Immersion helps bring the digital universe to life. Hear what we have to say at blog.immersion.com.

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, but not limited to, the statement that with the release of Immersion's Haptic SDK, we're providing developers with increased design flexibility and even better effects.

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: unanticipated difficulties and challenges encountered in product development efforts by Immersion and its licensees; adverse outcomes in any future intellectual property-related litigation and the costs related thereto; the effects of the current macroeconomic climate; delay in or failure to achieve commercial demand for Immersion's products or third party products incorporating Immersion's technologies; and a delay in or failure to achieve the acceptance of force feedback as a critical user experience. Many of these risks and uncertainties are beyond the control of Immersion.

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 Immersion's most current Form 10-Q and Form 10-K, which are on file with the U.S. Securities and Exchange Commission. The forward-looking statements in this press release reflect Immersion's beliefs and predictions as of the date of this release. Immersion disclaims 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.

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