



March 6, 2017

Immersion Announces Kyocera as First Licensee for TouchSense® Lite

SAN JOSE, Calif.--(BUSINESS WIRE)-- Immersion Corporation (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, today announced an expansion of its license agreement in the mobile market with Kyocera Corp., a worldwide supplier of mobile phones. Kyocera is the first smartphone OEM to license Immersion's TouchSense® Lite technology.

TouchSense Lite is a turn-key, cost-efficient solution enabling standard quality haptics leveraging a pre-designed library of tactile effects. This offering is easier to integrate as it is implemented at a higher level of the software stack and packages predefined built-in effect sets tuned for a range of common hardware configurations in the mobile market. Integration guidelines and haptic design best practices are also provided in the product package to help OEMs facilitate implementation.

This agreement for TouchSense Lite builds on a previous license agreement formed two years ago between the companies. In 2015, Kyocera signed a multi-year worldwide license in the mobile market for Immersion's TouchSense® software technology as well as its IP.

Immersion's TouchSense technology enables mobile products to engage users' sense of touch by incorporating high-quality tactile effects and feedback in user interfaces and applications to simulate the connected experiences of the real world.

"We are pleased to see Kyocera become our easy-to-integrate TouchSense Lite licensee," said Nobumitsu Shimada, Immersion's Representative Director and Country Manager, Japan. "Adding touch effects creates an impactful experience in a wide range of smartphone models, from feature rich phones to mid-tier and utility phones."

In 2016, Kyocera released the DuraForce XD Android smartphone with Immersion's TouchSense technology.

About Immersion

Immersion Corporation (NASDAQ: IMMR) is the leading innovator of touch feedback technology, also known as haptics. The company provides technology solutions for creating immersive and realistic experiences that enhance digital interactions by engaging users' sense of touch. With more than 2,400 issued or pending patents, Immersion's technologies have been adopted in more than 3 billion digital devices. The company provides haptics in mobile, automotive, advertising, gaming, medical and consumer electronics products. Immersion is headquartered in San Jose, California with offices worldwide. Learn more at www.immersion.com.

Forward-looking Statements

This press release contains Immersion Corporation's "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, statements regarding the benefits of Immersion's TouchSense technology, including TouchSense Lite.

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 (including with respect to Immersion's TouchSense Technology) by Immersion and its licensees; unanticipated difficulties and challenges encountered in implementation efforts by Immersion's 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 adoption of or 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 touch 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-K, and Form 10-Q, both of 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.

Immersion, the Immersion logo, and TouchSense are trademarks of Immersion Corporation in the United States and other countries. All other trademarks are the property of their respective owners.

(IMMR - C)

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170306005246/en/>

Immersion Corporation

Media Inquiries:

Edelman

Colleen Kuhn, 650-762-2804

colleen.kuhn@edelman.com

or

Investor Inquiries:

The Blueshirt Group

Jennifer Jarman, +1-415-217-5866

jennifer@blueshirtgroup.com

Source: Immersion Corporation

News Provided by Acquire Media