



March 14, 2017

Immersion and Teads Partner to Bring TouchSense Ads to the Market in Latin America and Europe

SAN JOSE, Calif.--(BUSINESS WIRE)-- Immersion Corp. (NASDAQ: IMMR), the leading developer and licensor of touch feedback technology and Teads, the inventor of outstream video advertising and the number one video advertising marketplace in the world, today announced a new agreement to offer and distribute [TouchSense® Ads](#) - ads you can feel - in Latin America and Europe.

TouchSense Ads, enabled with Immersion's haptic technology, create mobile video ad experiences that excite and connect with the audience through their sense of touch. With the new agreement in place, Teads will serve TouchSense Ads on its mobile web advertising platform, paving the way for its clients to leverage the power of touch in reaching audiences with their brand messages.

In a recent A/B trial commissioned by Immersion and Teads, and conducted by third party research firm, Research Now®, TouchSense Ads outperformed standard mobile ads on key metrics such as ad awareness, engagement, and purchase intent. The new ad format creates more meaningful experiences for consumers, combining sight, sound, motion and now touch.

Highlights from the study* show strong performance metrics:

- 1 **TouchSense Ads drive higher engagements.** Touch successfully captures users' attention, improving ad awareness by 75%.
- 1 **TouchSense Ads influence purchase intent.** Touch significantly increases engagement and interaction, improving purchase intent by 41%.
- 1 **TouchSense Ads improve users' perceptions of the ad experience.** More than 75% of respondents agree that touch makes ads more attention grabbing and more than 70% agree that touch makes ads more interesting.

"Teads prides itself on pioneering new advertising experiences. We are always looking for new solutions to keep our clients ahead of the curve," said Eric Tourtel, Senior Vice President of Latin America at Teads. "This innovative ad capability will help our clients capture the attention of their audiences in a mobile-dominated world. We are excited to work with Immersion to offer TouchSense Ads to our customers."

"Our work with Teads creates new opportunities for advertisers and marketers to creatively express the power of touch as they strive to better connect with consumers," said Mahesh Sundaram, Vice President of Worldwide Sales and Customer Support at Immersion. "The study quantifies the value of haptics in mobile video advertisements. With TouchSense Ads, we have added the sense of touch, to the marketing arsenal to make it possible for advertisers and brands to create truly immersive experiences."

To view the entire study report, click here: <http://go.immersion.com/touchsense-ads-case-study-with-teads>

Visit <https://www.immersion.com/products-services/touchsense-ads/> to learn more about TouchSense Ads.

*The study conducted by Research Now® compared three ad formats: control - an ad without video advertising or haptics, a video ad without haptics, and a video ad with haptics. The increases in ad awareness and purchase intent were calculated based on the comparison between the control and a video ad with haptics.

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. Immersion is headquartered in San Jose, California with offices worldwide. Learn more at www.immersion.com.

About Teads

Teads, founded in 2011, is the inventor of outstream video advertising and number one video advertising marketplace in the world. Publishers work with Teads to create brand new video inventory and manage their existing inventory, monetizing it through programmatic buying, their own sales force, or third parties.

Teads' native video advertising solutions encompass a series of formats inserted deep into media content, like the inRead playing inside articles. It is changing the game within the video advertising market by creating unprecedented levels of premium inventory, which did not exist before.

Brands and agencies can access this top-tier, premium inventory, available on the web and on mobile, through programmatic or managed services. Through its managed services capabilities, the Teads team execute on its clients' behalf using its platform.

Teads has a team of over 450 employees, 100 of which are in the innovation team, across 27 offices in 21 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, but not limited to, statements regarding the benefits and capabilities of TouchSense Ads, statements that with TouchSense Ads, mobile ads perform better on key metrics such as ad awareness, engagement and purchase intent, and the statement that our work with Teads will create new opportunities for advertisers and marketers.

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 includes, but are not limited to, unanticipated difficulties and challenges encountered in product development efforts (including with respect to TouchSense Ads) by Immersion and its licensees; the possibility that, in future ad campaigns (and related studies), key performance metrics may be substantially different than the metrics disclosed in this press release, 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 commercial demand for Immersion's products or third-party products incorporating Immersion's technologies. 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.

The use of the word "partner" or "partnership" in this press release does not mean or refer to a legal partner or legal partnership.

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/news/home/20170314005647/en/): <http://www.businesswire.com/news/home/20170314005647/en/>

Media Inquiries:

Edelman

Colleen Kuhn, + 1 650-762-2804

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