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## Lenovo Expands Deployment of Immersion's TouchSense Technology

SHANGHAI & SAN JOSE, Calif.--(BUSINESS WIRE)-- Immersion Corp. (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, today announced that Lenovo PC HK Ltd. has adopted Immersion's TouchSense technology in its new Lenovo A12 2-in-1 Android tablet. With TouchSense technology, consumers can now experience a highly interactive input experience with the sensation of keys in Lenovo's industry-leading keyless keyboard.

The Lenovo A12's Halo keyboard design incorporates high-quality touch effects. Using the advanced TouchSense toolkit from Immersion, the virtual keyboard not only includes vibration and sound effect dual feedback but also incorporates double linear vibration to enable a feeling of actual typing.

"As a pioneer in haptics, we create the most advanced tactile effects for mobile devices and are excited that the Lenovo A12 is now in the market," said Shuo Liu, Immersion's Representative Director and Country Manager, China. "We are excited to continue and grow our partnership with Lenovo as it differentiates its products with haptics."

### About TouchSense Technology for Mobile Devices

Immersion's TouchSense technology allows device manufacturers, content creators and software developers to design high-quality, power-efficient, tactile effects that enhance mobile device user interfaces, apps, and entertainment content. Immersion's TouchSense software for mobile OEMs includes haptic software and design framework, integration tools, reference guides and UX design services and support. More information on TouchSense technology can be found at [www.immersion.com/products](http://www.immersion.com/products) or [www.immersiontouch.cn](http://www.immersiontouch.cn).

### 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](http://www.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, statements regarding the benefits of Immersion's TouchSense technology, the continuing availability of Lenovo's Lenovo A12 2-in-1 Android convertible tablet with Immersion's TouchSense technology, and future collaboration between Immersion and Lenovo.

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 lack of market demand for 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 words "partner" or "partnership" in this press release does not mean a legal partner or partnership.

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