



April 10, 2017

## Immersion Renews License Agreement with Meizu

*Expands agreement for Meizu to use TouchSense® Premium Technology in its portfolio of smartphones*

SAN JOSE, Calif.--(BUSINESS WIRE)-- Immersion Corp. (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, today announced that it has renewed a license agreement with Meizu Technology Co., Ltd., a leading manufacturer of mobile devices in China. The agreement enables Meizu to use Immersion [TouchSense® Premium technology](#) in its smartphones.

Immersion's best-in-class TouchSense Premium solution offers the highest quality haptics available for OEMs designing high-end mobile handsets requiring high-fidelity effects. TouchSense Premium technology supports Pressure Haptics, an emerging feature in many premium handsets. Meizu will work with Immersion to achieve optimized haptic experiences through effect customization and UI analysis, hardware tuning and software integration services.

"We are pleased to continue our work with Meizu, whose smartphones bring consumers greater levels of realism through the powerful sensation of touch," said Mahesh Sundaram, Immersion's Vice President of Worldwide Sales and Customer Support. "Our TouchSense Premium solution is an ideal choice for Meizu's smartphone models."

"With high-quality touch effects incorporated into our smartphones, our customers truly enjoy the mobile experience," said Mr. Guozhi Zhu, head of system research from Meizu. "TouchSense Premium technology will enable us to further differentiate our smartphone models with advanced haptics."

Meizu first became an Immersion licensee in 2015. The two companies renewed their agreement in 2016 and announced today an extension of their agreement to include Immersion's TouchSense Premium solution.

### TouchSense Technology Extends Power of Touch to Digital World

Immersion's TouchSense technology enables device manufacturers to appeal to 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. With TouchSense technology, device manufacturers, app developers and UX designers can design high-quality, power-efficient tactile effects that enhance the user experience for mobile apps and device UI.

### 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 technology has been adopted in more than 3 billion digital devices, and 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, including TouchSense Premium, and future collaboration between Immersion and its customers, including Meizu.

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/20170410005062/en/>

Media Inquiries:

Edelman

Colleen Kuhn, 650-762-2804

[colleen.kuhn@edelman.com](mailto:colleen.kuhn@edelman.com)

or

Investor Inquiries:

The Blueshirt Group

Jennifer Jarman, +1-415-217-5866

[jennifer@blueshirtgroup.com](mailto:jennifer@blueshirtgroup.com)

Source: Immersion Corp.

News Provided by Acquire Media