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SpotX Teams with Immersion to Bring Scale to Haptic-Responsive Video Advertising

DENVER, June 22, 2017 (GLOBE NEWSWIRE) -- Video ad serving platform SpotX and Immersion Corp. (NASDAQ:IMMR), the leading developer and licensor of haptic technology, have joined forces to bring haptic-responsive video advertising opportunities to market at scale on mobile devices. By teaming up, the pair will bring Immersion's haptic technology across all media owners on SpotX's platform, empowering advertisers with high-impact, tactile experiences.

Distribution has long been one of the biggest pain-points in the haptic ad market. The integration of Immersion's technology with SpotX's platform will make haptic mobile video ads available at significant scale to ad buyers, by automatically activating the possibility to deploy haptic ad units across compatible inventory from a range of premium publishers.

"As virtual reality, touchscreens, and wearable technology grow in popularity, opportunities to use haptics are growing rapidly, as high-quality tactile effects enhance the user experience," said Sergio De Acha, Regional Head of Business Development at Immersion. "With ads you can feel, touch taps into an additional sense to help brands differentiate themselves. Our partnership with SpotX makes high-impact ad units available to buyers at scale, making the power of haptics more pervasive."

Immersion's [Haptic Web Gallery](#) showcases a sample of videos and ads enhanced with haptics. To experience a demo of Immersion's haptic ad solution, download Immersion's [Content Portal app](#).

"The ability to bring these haptic experiences to audiences across SpotX inventory is something both the buy and sell side are very excited about," said Kristen Williams, Director of Strategic Partnerships at SpotX. "Our Demand Facilitation team will help buyers find the best publishers for haptic ads and help them structure their buys to maximize efficiency and effectiveness of this innovative new format. The partnership reinforces SpotX's commitment to our publisher clients to explore innovative technologies that empower them to realize the full potential of their video ad inventory."

Immersion's technology is enabled on Android mobile devices. Please contact [Kristen Williams](#) at SpotX or visit Immersion's SpotX [webpage](#) for more information.

About SpotX

[SpotX](#) is a video inventory management platform providing media owners with monetization tools for desktop, mobile and connected devices. The platform features modern ad serving and programmatic enablement technology, and other monetization tools, including outstream video ad units and solutions for connected TV. SpotX gives publishers the control, transparency and actionable insights needed to understand buyer behavior, manage access and pricing, and maximize revenue. The company is headquartered in Denver, Colorado, and has offices in New York, San Francisco, London, Sydney, Amsterdam, Stockholm, Hamburg, Belfast, and Singapore. In July 2014, RTL Group, a leader across broadcast, content and digital, acquired a 65% stake in SpotX. For updates, follow SpotX on Twitter and LinkedIn.

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 Immersion 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.

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