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## **Immersion and LG Electronics Expand Business Relationship to Include HD TouchSense Technology**

*Consumer electronics manufacturer reaffirms value of touch with license to expand use in its top-end models*

SAN JOSE, Calif.--(BUSINESS WIRE)-- Immersion Corporation (NASDAQ:IMMR), the leading developer and licensor of haptic technology, today announced that LG Electronics, Inc., one of the world's largest providers of mobile devices, has expanded its license agreement with Immersion, and is now licensed to use Immersion's TouchSense® technology for high-definition haptics in LG Electronics' premier mobile phones including the LG V30, the next flagship smartphone.

The new agreement builds on an existing agreement between the two companies to enhance LG mobile devices with quality haptic capabilities. Immersion's HD TouchSense technology is a high-fidelity, system-level solution supporting standard-definition and high-definition (SD/HD) effects. It delivers a high-end, immersive experience for flagship phones and other premium devices.

"Touch feedback is shown to be a strong feature in mobile devices. It provides a quality design aesthetic that appeals to users' sense of touch, as well as a tactile user interface that makes it easier for consumers to interact with their devices," said Mahesh Sundaram, VP, Worldwide Sales and Customer Support at Immersion. "Our team has continued to innovate and design haptics for high-value use cases where touch feedback provides an impactful difference in the way people use their devices. We are glad to help LG Electronics expand its adoption of haptics to create quality user experiences for its customers."

Immersion's TouchSense technology enables device manufacturers 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 2,500 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.

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.

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