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Immersion and Perception Collaborate to Bring Haptics to Human Machine Interfaces, Content

SAN JOSE, Calif.--(BUSINESS WIRE)-- Immersion Corp. (NASDAQ: IMMR), the leading developer and licensor of touch feedback technology, and Perception, a New York-based firm specializing in conceptual human machine interface design and visualizations, today announced their collaboration to bring high-quality tactile effects to human machine interfaces and content experiences.

The team at Perception functions as strategic design advisor, visionary ideation consultant and architect of the future. Working with Immersion, Perception is incorporating haptic effects into design projects to enable clients to leverage high-quality touch technologies that enhance consumer interactions and reach key audiences with brand experiences.

Numerous companies have adopted Immersion's technology, which is now in more than three billion digital devices in the mobile, wearable, and gaming spaces. Immersion's TouchSense® technology brings the sense of touch to digital content creating experiences that are engaging, impactful and ultimately, more real. For brand advertising, Immersion's [TouchSense® Ads](#), *Ads you can feel*, deliver an experience that excites and connects with an audience.

"Together with Perception, we are enabling the creation of more memorable, meaningful experiences for companies, brands and consumers that utilize the power of touch," Chris Ullrich, Vice President of User Experience and Analytics at Immersion. "This collaboration has the potential to transform the way consumers engage with devices and digital content and to make haptics pervasive among human machine interfaces."

"Teaming up with a leader like Immersion in the haptic industry is a perfect fit for Perception and the projects we get involved with. This technology takes human/machine interaction to another level, adding an important layer to a full sensory experience," said Danny Gonzalez, Co-Founder and Partner at Perception. "The possibilities are endless and we've only just begun!"

Perception uses its expertise in design strategy and visionary thinking to help brands emerge as the leaders in their industries and leverage impactful technology, such as Immersion's haptic technology, in human machine interface design. To learn more, contact Perception's [Danny Gonzalez](#). To discuss licensing opportunities with Immersion, please contact licensing@immersion.com.

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.

About Perception

Perception's design is dually focused on both feature film technology visualization and next generation user experience for the world's most innovative companies. They function as strategic design advisors, visionary ideation consultants and architects of the future. Perception has created ground breaking experiences in the automotive, AI, mixed reality, cyber security, mobile, and aerospace industries and has collaborated with global brands - Marvel, Ford, Mercedes, Audi, IBM, Microsoft, Samsung, SpaceX Intel and Visa. Perception is headquartered in Midtown Manhattan, New York. Learn more at www.experienceperception.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 or broad market appeal of Immersion's touch feedback technology, the collaboration between Immersion and Perception to incorporate haptic effects into human machine interface design, and the appeal of tactile effects to consumers in the human machine interface and advertising markets.

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 touch feedback technology) by Immersion and its licensees (including Perception); unanticipated changes in the human machine interface industry; 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 in digital devices in the mobile, wearable, and gaming spaces; and a delay in or failure to achieve the acceptance of touch feedback as an important part of the human machine interface or mobile advertising 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.

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Media Inquiries (Immersion):

Edelman

Colleen Kuhn, +1 650-762-2804

colleen.kuhn@edelman.com

or

Investor Inquiries (Immersion):

The Blueshirt Group

Jennifer Jarman, +1 415-217-5866

or

Media Inquiries (Perception):

Danny Gonzalez, +1 212-563-3388

dannyg@experienceperception.com

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