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Immersion Appoints Hossam Bahlool as Vice President of Marketing

Bahlool's expertise augments Immersion's strength in mobile, social, and automotive

SAN JOSE, Calif.--(BUSINESS WIRE)-- Immersion Corporation (NASDAQ: IMMR), the leading developer and licensor of touch feedback technology, today announced the appointment of Hossam Bahlool as Vice President of Marketing. Bahlool will lead Immersion's worldwide marketing organization and drive momentum for the adoption and monetization of haptics in digital content and devices.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170921005346/en/>



As a member of Immersion's executive team, Bahlool will oversee all aspects of the marketing function, including product management, corporate and product marketing, and communications. He and his team are responsible for driving mainstream adoption and monetization of haptics by developing and executing on the marketing strategy and product vision for Immersion's technology and IP.

Bahlool has an extensive background in product management, marketing strategy, and evangelizing new technologies for a variety of high tech, global organizations. He joins Immersion from Telenav, a leading provider of connected car and location-based platform services, where he was responsible for product management and marketing. Bahlool previously served as co-founder and Vice President of Product for mobile social apps company, Jingu, before it was acquired by Rebellion Media. Prior to Jingu, he spent several years at BlackBerry

Immersion Appoints Hossam Bahlool as Vice President of Marketing (Photo: Business Wire)

as Director of Product Management.

"Bringing the sense of touch to digital content, we create engaging experiences that are more impactful and real. It was important for us to find an executive to further develop our vision for haptics and demonstrate the value it can bring to our customers and users," said Victor Viegas, Immersion's CEO. "Hossam has impressive leadership experience in many of our key markets, including mobile, social, and automotive."

"I'm excited to join Immersion as customers seek new ways to increase user engagement in digital content and devices," said Bahlool. "As a team, we'll continue to drive the value that haptics bring to end user experiences."

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.

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 Mr. Bahloul's potential impact and value to Immersion, the benefits or broad market appeal of Immersion's touch feedback technology, and the adoption and monetization of touch feedback technology in digital content and devices.

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 Mr. Bahloul's integration into the Immersion organization; unanticipated difficulties and challenges encountered in product development efforts (including with respect to Immersion's touch feedback technology) by Immersion and its licensees; unanticipated changes in the mobile, social and automotive industries; 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, social and automotive spaces; and a delay in or failure to achieve the acceptance of touch feedback as an important part of digital content and devices. 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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