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Immersion and AdColony Extend Partnership on TouchSense® Ads

Haptic ads - a new creative, touch-enhanced, advertising format - running on AdColony mobile ad platform deliver strong campaign results to advertisers

SAN JOSE, Calif.--(BUSINESS WIRE)-- AdColony, the largest independent mobile advertising platform in the world, and Immersion Corporation (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, have extended their partnership to provide [TouchSense® Ads](#) - ads you can feel - to brands and advertisers on the AdColony mobile advertising platform. Built with Immersion's haptic technology, TouchSense Ads leverage the power of touch to improve campaign performance and drive brand engagement.

By bringing touch to ads, brands and advertisers have an advanced advertising capability to creatively tell their brand story and reach audiences with their messages. In a study published by IPG Media Lab, MAGNA, and Immersion on [Ads You Can Feel: The New Mobile Experience](#), adding haptics to video ads effectively increases users' connection with a brand, and even provides a 50% lift in brand favorability.

"Mobile video ads with haptics have proven to be successful in driving outcomes for our clients," said Mike Owen, CRO, Global Brand at AdColony. "We are excited to continue our partnership with Immersion and to expand the availability of ads with touch on our platform. In the competition for consumer attention, creative content and storytelling continue to have the biggest impact. With Immersion, we are enabling advertisers to deliver immersive brand experiences in top Instant-Play inventory not available elsewhere."

"AdColony's extensive mobile advertising platform has made it possible for advertisers to use touch to reach their audiences with compelling content," said Mahesh Sundaram, Vice President of Worldwide Sales and Customer Support at Immersion. "It is inspiring to see how creative minds are using touch to communicate their brand message. Our work with AdColony has opened up new possibilities and made the power of touch available to advertisers."

Visit www.immersion.com/advertising to learn more about TouchSense Ads.

Visit <http://www.adcolony.com/advertisers/> to learn more about AdColony's offerings.

About AdColony

AdColony is one of the largest mobile advertising platforms in the world with a reach of more than 1.4 billion users globally. With a mission to elevate the state of mobile advertising by focusing on the highest quality consumer experiences that deliver outcomes for brands and publishers on today's primetime apps and sites, AdColony is trusted by Fortune 500 brands and more than 85% of the world's top grossing mobile publishers. Known for our exclusive Instant-Play™ HD video technology, proprietary rich media formats, our global performance advertising business and programmatic marketplace, and our extensive ad SDK footprint in the Top 1000 apps worldwide, we are passionate about helping brands connect with consumers at scale on the most important screen in their lives. A fully-owned subsidiary of Opera ASA, AdColony is a global organization with over 20 offices worldwide.

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 technologies have been adopted in more than 3 billion digital devices. The company 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 benefits and availability of TouchSense Ads.

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 includes, but are not limited to, unanticipated difficulties and challenges encountered in product development efforts (including with respect to TouchSense Ads) 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 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.

The use of the word "partner" in this press release does not mean a legal partner.

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