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Immersion Renews Agreements with Gionee and Meitu

Two Chinese Smartphone Companies License Immersion's TouchSense® Premium

SAN JOSE, Calif.--(BUSINESS WIRE)-- Immersion Corporation (NASDAQ:IMMR), the leading developer and licensor of touch feedback technology, today announced licensing agreements with Gionee Communication Equipment Co., Ltd. and Xiamen Meitu Mobile Technology Co., Ltd. The China-based smartphone companies have licensed Immersion's TouchSense® Premium solution.

Immersion's TouchSense technology enables device manufacturers to engage with users' sense of touch by incorporating high-quality tactile effects and feedback in user interfaces and applications to simulate the connected experiences of the real world.

"TouchSense Premium is a great choice for OEMs seeking to differentiate their higher-end smartphone models," said Mahesh Sundaram, Immersion's Vice President of Worldwide Sales and Customer Support. "We will continue to work closely with Gionee and Meitu, helping them to create amazing user experiences as they incorporate the finest touch effects into their smartphones."

TouchSense Premium Delivers High-Quality Haptics

Immersion's best-in-class solution, TouchSense Premium, offers the highest quality haptics available for OEMs designing high-end mobile handsets requiring high-fidelity effects. It includes effect customization services and onsite haptics design and software technical support, with HD and multi-actuator options offered as add-on modules. TouchSense Premium will also support Pressure Haptics, an emerging feature in many premium handsets. The companies can work directly with Immersion to achieve optimized haptic experiences through effect customization and UI analysis, hardware tuning and software integration services.

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 the benefits of Immersion's TouchSense technology, including TouchSense Premium, and future collaboration between Immersion and its customers, including Gionee and Meitu.

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 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.

Immersion, the Immersion logo, and TouchSense are trademarks of Immersion Corporation in the United States and other countries. All other trademarks are the property of their respective owners.

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