



Synaptics Showcases New Features on Fuse(TM) Mobile Phone Concept With Partners at Mobile World Congress 2010

Synaptics, Texas Instruments, Immersion, TheAlloy, and TAT - The Astonishing Tribe demonstrate multimodal input and feedback

BARCELONA, Spain, Feb 12, 2010 /PRNewswire via COMTEX News Network/ -- Synaptics Incorporated (Nasdaq: SYNA), a leading developer of human interface solutions for mobile computing, communications, and entertainment devices, will demonstrate new capabilities on the Fuse(TM) mobile phone concept at the 2010 Mobile World Congress in Barcelona, Spain along with Fuse partners--Texas Instruments Incorporated (TI), Immersion, TheAlloy, and TAT - The Astonishing Tribe.

First seen at the 2010 Consumer Electronics Show (CES), Fuse demonstrated multiple interface technologies--including multi-touch capacitive sensing, haptic feedback, 3-D graphics, and force sensing. Fuse is a perfect showcase for the Mobile World Congress theme, "Vision in Action", as the partners will show the next development of user interface experiences that leverage these innovative input and feedback technologies housed in a compelling industrial design.

The Fuse concept was originally created to solve two key human interface challenges for current-generation handsets--single-handed usage and the need to look at the screen. At Mobile World Congress, Fuse partners will showcase new interactions such as dialing and navigation from the back of the device, a gaming application using the side grip and scrolling sensors, and optimized haptic feedback technology, using a next-generation solution from Immersion.

Fuse will be demonstrated during Mobile World Congress in Barcelona, February 15-18, 2010, at the following locations:

- Synaptics: Hall 3, hospitality space 3.1HS08 (by appointment only).
- TI: Hall 8, booth 8A84.
- TAT: Hall 2, booth 2F18, and Hall 4, hospitality space 4.7HS20.
- Immersion: App Planet, stand 7B62.

To arrange a demonstration of the Fuse mobile concept and other Synaptics products at Mobile World Congress, customers can contact MeetingMWC@synaptics.com.

About Synaptics

Synaptics (NASDAQ: SYNA) is a leading developer of human interface solutions for the mobile computing, communications, and entertainment industries. The company creates interface solutions for a variety of devices including notebook PCs, PC peripherals, digital music players, and mobile phones. The TouchPad(TM), Synaptics' flagship product, is integrated into a majority of today's notebook computers. Consumer electronics and computing manufacturers use Synaptics' solutions to enrich the interaction between humans and intelligent devices through improved usability, functionality, and industrial design. The company is headquartered in Santa Clara, Calif. www.synaptics.com

About TheAlloy

Based in Farnham in the UK, TheAlloy is a design consultancy with expertise focused on product design, interaction design, and strategy. TheAlloy help organizations deliver excellent user experiences by creating the look, feel and behavior of products and screen based interfaces. With work predominantly focused in the technology sector, TheAlloy are experts in hardware and software design for the telecommunications and convergence markets. We have worked with a wide range of brands including BT, Toshiba, HP, and Thomson.

For further information about Alloy please contact Geoff McCormick geoffm@thealloy.com, +44 (0)1252 712000. Visit our website at www.thealloy.com.

About Immersion

[Haptic \(touch\) technology](#) is key to the future of user experience in digital devices. Founded in 1993, Immersion harnesses human touch to create user experiences that deliver a more compelling sense of the digital world. Using one of Immersion's adaptable high fidelity haptic systems, partners can achieve a competitive advantage and greater revenue opportunities with

products that are more intuitive, satisfying, efficient, and safe. With Immersion technology, world-class companies can deliver improved user experiences in products such as widely popular video games, leading video console gaming systems, advanced automotive driver controls, medical devices and award-winning mobile phones. With over 800 issued or pending patents in the U.S. and other countries, Immersion is the leading innovator in touch-enabled user experiences that bring the digital universe to life. Learn more at www.immersion.com.

About TAT

TAT - The Astonishing Tribe AB has added the WOW-effect to mobile user interfaces for more than 300 million devices worldwide. Our products, TAT Cascades(TM) and TAT Motion Lab(TM), built on the renowned TAT Kastor(TM) platform, has transformed the way UI design and graphics can be implemented on a wide range of mobile devices. TAT products are recognized for their time-to-market savings, resource efficiency and platform independence, giving users a more dynamic, faster and richer multimedia experience, in a truly astonishing way. TAT is headquartered in Malmoe, Sweden, and with local offices in Korea and USA. Learn more at www.tat.se.

About Texas Instruments

Texas Instruments (NYSE: TXN) helps customers solve problems and develop new electronics that make the world smarter, healthier, safer, greener and more fun. A global semiconductor company, TI innovates through design, sales and manufacturing operations in more than 30 countries. For more information, go to www.ti.com.

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