



## Create Immersive Touch Experiences in Mobile Video and Advertising

For advertising, trailers, sports, music, logos, short-form, promotional and other content.

### The TouchSense® Experience

The experience with connected digital devices up until now has been primarily two-dimensional: voice and visual. Touch, one of the most effective way of forming a deeper connection with another person, is now available for the digital experience. Immersion, through its continued innovation, is adding touch to the digital experience with haptic technology.

For the content and advertising industry, this is an opportunity to reach, engage and influence the audience at a new level. Haptic technology is a powerful tool for content creators and advertisers to use in today's world of mobile touch screens, short-form entertainment and branded content. Touch evokes the audience's emotions, engages their senses and creates memorable moments as they enjoy content on digital devices.

### Immersion's solution

**Immersion's TouchSense Engage** provides an end-to-end solution that enables the creation, distribution and the high-

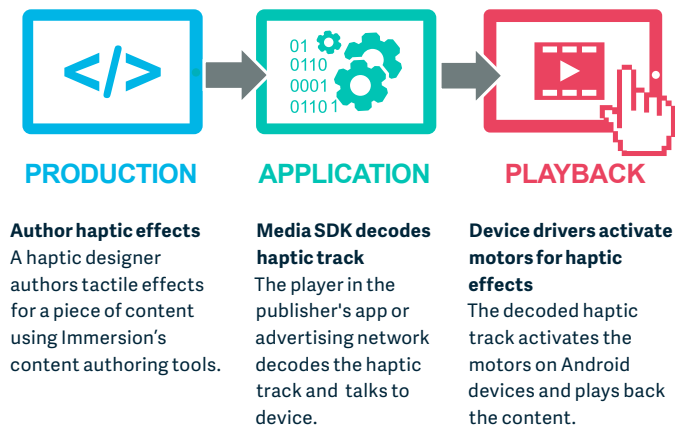
quality playback of tactile effects. With TouchSense Engage, content producers can create an unlimited number of tactile effects to simulate the realistic feel of the action, emotion, and environment to enhance their content, such as:

- The feel of an engine roaring, reeving, rumbling in a car
- The intensity of explosions, collisions, and multi-action sequence
- A dramatic ambiance to set the mood for a powerful scene
- The sense of touch to be used as a narrative element for storytelling

TouchSense Engage includes SDKs, design tools, reference guides and UX design support. The solution is designed to offer the best experience possible for the quality of hardware and software found in all Android mobile handsets. In addition, Immersion works closely with device makers to optimize the use of tactile effects on mobile devices with Immersion's TouchSense technology, enhancing the overall experience for consumers.

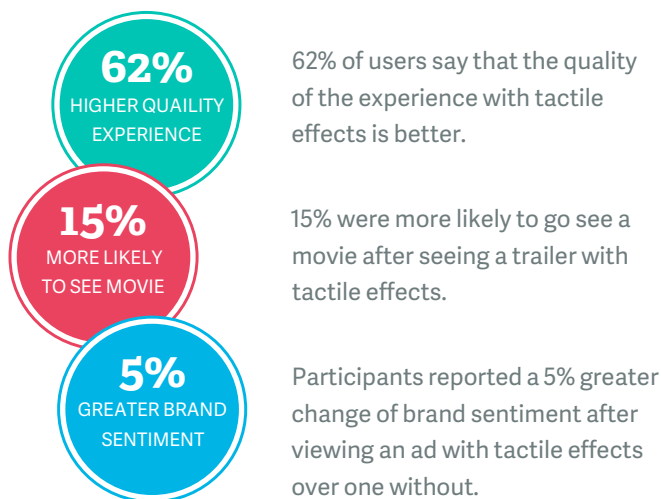
“It makes the videos feel more like an experience than just watching the video normally.”

#### The Process of Adding Tactile Effects to Content



#### Consumer Experience With Tactile Effects

Quantitative user research has shown tremendous improvement in user experience, advertising response, persuasion and recall.



**85%**  
MORE  
IMMERSED

#### Notable Benefits

On average, 85% of the participants said they felt more immersed in the content while viewing tactile-enhanced video. In addition, there were significant increases in recall, completed views, and intent to share.



#### About Immersion

As the leading innovator of haptic technology, Immersion (NASDAQ: IMMR) believes that touch is an essential part of the human experience. Haptic technology provides critical confirmation feedback, enhances the sense of realism, and enables a richer experience between users and their devices.

Broadly adopted in over 3 billion digital devices, including mobile phones, wearables, console game controllers and automotive interfaces; Immersion works with leading manufacturers, such as Samsung, Xiaomi, LG, Huawei, and others.

Immersion, founded in 1993, has been developing haptic technologies for 20+ years and holds more than 1900 issued and pending patents in the U.S. and other countries. Visit us at [www.immersion.com](http://www.immersion.com)

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