



## TouchSense® Core for Mobile

Haptic Software & Effect Design Tools for Device OEMs

### Create a Distinctive UX That Engages & Excites With Tactile Effects

Immersion is the leading provider of haptic technology – providing tactile feedback in mobile devices that gives users the critical sense of touch confirmation. Tactile effects are an essential and expected part of the mobile user experience. TouchSense® technology turns a one-dimensional motor buzz into a rich, dynamic tactile experience that communicates information, meaning and emotion to users. TouchSense Core for Mobile is the best-in-class solution for OEMs to create, customize and integrate tactile effects.

### With TouchSense Core for Mobile, OEMs can:

#### Provide Best in Class Touch Confirmation

- **Touch Keyboard:** Tactile feedback for text entry and keyboards has become a critical part of today's mobile UI. TouchSense technology creates a premium experience that creates confident users.
- **Customization:** Over 80% of users customize their tactile feedback settings. With TouchSense technology,

consumers have greater control and a wider variety of settings to choose from.

- **Personalization:** Consumers can personalize with tactile themes, settings, alerts and ringtones.

### Differentiate the User Experience

- **Mobile Brand:** Create a mobile UI that feels like it looks, reinforcing the OEM design. Playful movements or sharp metallic UIs can all be reflected in tactile effects.
- **Premium Experience:** By designing tactile effects that reflect the craftsmanship of the industrial design, OEMs can harness the sense of touch to influence consumer perception of quality.
- **OEM Apps:** Applications enhanced with tactile effects, such as camera or OEM essentials, are more engaging and sticky.
- **Feature Adoption & Usability:** Tactile effects provide confirmation and instruction to users, helping them learn and enjoy new features, including smart sensors, gesture based navigation and UIs.

# TouchSense technology turns a one-dimensional motor buzz into a rich, dynamic tactile experience that communicates information, meaning and emotion to users.

## Offer Immersive Mobile Entertainment

- **Games & Apps:** Ensure a quality consumer experience for the growing portfolio of mobile games and applications enhanced with TouchSense technology

## Optimize Actuator Performance

- **Quality:** TouchSense technology is customized to OEM device hardware, ensuring the best-possible actuator performance
- **Consistency:** Haptic effect standards ensure consistent experience throughout the mobile device, and throughout the OEM device portfolio
- **Power Consumption:** High fidelity actuator control minimizes power consumption for tactile effects

## TouchSense Core for Mobile Package:

### TS3000™ Software:

Embedded software provides precise actuator control to create distinctive tactile effects

- Provides haptic effect standards and creation tools to simplify the effect design process
- Support single LRA or ERM actuator, and optimizes the actuator's performance for both power and quality, ultimately improving the efficiency of the actuator hardware.
- Creates low-power, quiet and high fidelity tactile effects - the foundation of a quality experience
- Reduces effect latency, ensuring quick and well-timed effects

- Extends ability to use tactile effects throughout the mobile UI and applications through the Immersion API
- Offers 3rd party APIs for enhancing apps & games with tactile effects

## Technical Integration Support & Tools:

Immersion technical field team collaborates with OEMs to ensure easy and efficient deployment.

- Assist with actuator and component selection – including actuator characterization and performance testing
- Ensure a quality tactile experience while optimizing for cost
- Onsite field integration support for TS Core 5.0, including OS, UI and application integrations
- Provides sample haptics-enabled content for testing/evaluation purposes

## Design Services:

Immersion's experts help OEMs create compelling mobile experiences with tactile effects

- UX Design teams help OEMs design and implement tactile effects to meet design objectives
- UX Research identifies how and where to best to use tactile effects to communicate and engage users
- Effect Creation & Design: Design experts work with OEM product and marketing teams to create tactile effects optimized for the OEM handset, as well as their design objectives

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