

Press Release



TOYODENSO CO., LTD.

1053, Otagaya, Tsurugashima-shi, Saitama 350-2280

17th July 2018

TOYODENSO Enters into License Agreement with Immersion to Incorporate Haptics Technology in Mobility Interfaces

TOYODENSO Co., Ltd. (President: Kiyoshi Koide) and Immersion Corporation (NASDAQ: IMMR) have entered into a license agreement for mobility human-machine interface.

As a result, TOYODENSO will be able to utilize Immersion-patented haptics technology for its own mobility solutions. TOYODENSO was founded as Koide Electric Machinery Works in 1947 and recently celebrated its 70th anniversary. Since its inception TOYODENSO has developed many HMI-related products, such as the combination switch with turn signal/windshield wipers, infotainment control switches and power window switches.

Immersion's technology will accelerate the development of a new automotive human-machine interface. With haptics technology, freedom of design inside the cabin increases, and we can aggressively respond to customers' wide range of needs. With the development of various mobility products utilizing tactile feedback, we can look forward to enhancing the operating experience of drivers and passengers for both utilitarian and entertainment applications.

Immersion Corporation (NASDAQ: IMMR), headquartered in San Jose, California, is the world's leading innovator in haptics technology. Immersion's touch feedback solution allows the user to receive simulated operational feedback. Immersion technology, with more than 3,000 patents in total, has been incorporated into more than 3 billion units of digital equipment including products such as mobile phones, automobiles, games, medical supplies, and household electrical appliances. For more information about Immersion Corporation, please visit www.immersion.com.

TOYODENSO and Immersion Corporation will operate cooperatively in an effort to enhance all users experience in the mobility society.