



SENSEG UNVEILS FIRST FEELSCREEN PRODUCT

Senseg's Patented Technology Produces Tactile Sensations for Touch Interface Devices

JANUARY 10, 2012, HELSINKI and CUPERTINO, CA – Senseg, the leader in next-generation haptic technology, today announced that it has unveiled the first production-ready product that adds tactile effects to touch interfaces with a completely solid state solution—turning touch screens into ‘feelscreens’. The company’s patented technology, which produces tactile sensations on users’ skin, will be integrated into a new generation of touch interface devices. Senseg’s solution delivers a new dimension of interactive experiences—including textured surfaces, contours and edges—that add the dimension of feel to touch interfaces.

Senseg expects its first customers, which will be Original Equipment Manufacturers (OEMs), to integrate Senseg’s technology into consumer products in the next year. Customers can license the Senseg hardware and software to create feelscreen applications in areas ranging from games to productivity applications, social shopping, and enhanced user interfaces.

According to DisplaySearch, the global touchscreen market will reach \$9 billion by 2015, and the company lists twelve major technology areas for this market; Senseg’s technology plays in several of these areas. Senseg was recently named to TIME Magazine’s ‘50 Best Inventions’ list.

When Senseg’s technology is incorporated into a touch interface device, application developers will have precise control over the specific location and type of haptic effects that users experience. Senseg effects have a very broad dynamic range, both in the type of effect delivered as well as the effect’s intensity. With Senseg, application designers can use feel to both guide and reward user actions, whether it is used to minimize visual focus required for accurate operation, or to enrich a multi-modal experience that incorporates graphics, sound and touch.

“Senseg provides a complete suite of patented technologies for hardware and software developers to provide immediate tactile responses, delivering a new dimension to any touch interface. We can enhance the visual content on a display with touch feedback that creates the sensation of moving a vinyl record on a DJ music app, feeling sand when accessing images of the Gobi Desert, or feeling the corner of a page when reading an e-book on a tablet,” said **Ville Mäkinen**, the founder and CTO of Senseg. “We have created highly efficient solutions that provide the precise tactile sensations right at the location of the user’s finger without shaking the whole device and yet consume very little power on mobile devices.”

To speak with Senseg about product licensing opportunities, please contact the company at info@senseg.com.

About Senseg

Senseg is the leader in next-generation haptic technology. Founded in 2006, the company’s initial research in the medical technology business led to breakthroughs in human perception of touch sensations. The company, headquartered in Helsinki, Finland, maintains offices in the U.S., Japan, and Taiwan. Senseg is backed by Ambient Sound Investments, Vera Venture, and Veturi Venture Accelerator. For more information, visit the company web site at www.senseg.com.