

Gartner names Senseg as Cool Vendor 2011

HELSINKI, TOKYO, June 15, 2011. Senseg, an industry leader in innovative touchscreen interface solutions, has been awarded the prestigious title of Cool Vendor by world-leading analyst firm Gartner. Vendors selected for inclusion in the Cool Vendor report are providers that 'have caught Gartner's interest during the past year because they offer innovative and intriguing technologies or solutions'.

Senseg's leading-edge haptic touchscreen user interfaces are generating a huge amount of interest among the industry's big players. Haptics is the technology of applying and generating touch sensations in computer applications. For consumers, Senseg's solutions take the touchscreen user experience to a new level. Senseg's E-Sense™ technology, for example, brings a new level of tactile experience to the touchscreen environment by making virtual objects like software keys or buttons come alive in the user's hands.

E-Sense adds another dimension to gaming, while applications like online banking benefit from tactile confirmation of user actions like swipes, rotations, or the ability to feel key boundaries while typing.

In its Cool Vendor 2011 report, Gartner says: "Touch interfaces are becoming increasingly ubiquitous, and are key factors that are driving rich user experiences across many categories of devices. Consumer electronics, smartphone, and media tablet manufacturers should explore the opportunities provided by Senseg E-Sense for new forms of tactile feedback for touchscreens that can differentiate and enhance user experiences."

"We have been inspired by the enthusiasm and excitement of our customers and the encouraging feedback from our pilot users, but this recognition from the world's leading market research company highlights the great market demand for this technology," says **Ville Mäkinen**, CTO and founder of Senseg. When our breakthrough technology appeared on Gartner's radar, without any promotion, it felt like we were truly being recognized as an innovator in this field. We are proud to see Senseg in this list of the top five game-changing technologies for 2011 in the imaging and display device category," he continues.

The Senseg E-Sense solution is completely silent and is scalable to support large and small screen sizes, as well as curved or transparent surfaces. Elaborate tactile sensations can be felt both when users move their fingers and when they hold them still.

Senseg has a broad patent portfolio that includes multiple granted US patents. Headquartered in Helsinki, Senseg has a presence close to its customers in Taiwan, Japan, and the USA.

Press inquiries

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About Gartner's Cool Vendors selection process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new, and innovative vendors, products, and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

About Senseg

Senseg is a leading innovator and provider of new haptic user experiences for touchscreen devices, bringing sophisticated tactile sensations to users' fingertips. Senseg E-Sense™ is the first electrostatic vibration technology that makes users feel as if they are touching real-world physical objects or textured surfaces on a touchscreen, enabling the next level of digital user experience. Senseg's technology is easy to integrate into manufacturing processes and is covered by a broad patent portfolio that includes multiple granted US patents. Senseg is located in Finland, Japan, Taiwan, and the USA, and is supported by strong investors, including the founding engineers of Skype. For more information about Senseg, visit www.senseg.com