



## **Immersion Unveils LightScribe 3D**

### **New Hybrid Product Enables Designers to Simplify 3D Content Creation**

San Jose, CA, July 25, 2000 — Immersion Corporation, (NASDAQ: IMMR), the innovative leader in digital touch technology and Geometrix, a privately-held developer of automated 3D capture technology, today announced a new 3D scanning product named LightScribe 3D, powered by Geometrix technology. LightScribe will allow designers to rapidly develop photo-realistic, 3D images by simply pointing a camera at a physical object and turning it into a 3D geometric model that can be viewed on the Web from any angle. LightScribe is expected to speed the delivery of 3D Web site creation for e-business, education and entertainment. In addition, Immersion's TouchSense technology can make LightScribe 3D objects not only viewable but touchable as well. A demonstration of the beta LightScribe 3D product will be available at the Immersion booth, number 3121.

"With LightScribe 3D, Immersion and Geometrix are providing a simple way to turn physical objects into virtual ones that can be put on the Web, viewed from all directions, and touched," said David Hague, senior director of 3D technology for Immersion. "The cooperative work between Immersion and Geometrix has resulted in a product that will provide a simple, more intuitive workflow for designers to create and display realistic, 3D, touchable, Web-based content for a truly interactive 3D web experience."

The new LightScribe 3D product complements Immersion's established MicroScribe product, well known in the industry as a fast and reliable means to create accurate 3D computer models. However, LightScribe 3D differs from MicroScribe and other 3D capture techniques by dramatically changing the way designers create 3D experiences, offering them a hybrid of automatic and handheld tools that gives designers a more user friendly, bi-directional interface with the 3D scanner. This innovative new approach differs from other more expensive systems as it uses a handheld laser pointer like a paintbrush to pinpoint and scan only those detailed areas of an object deemed necessary by the artist. In addition, LightScribe 3D combines artistic interaction with advanced computer vision technology techniques to simplify a 3D designer's workflow.

"Combining Geometrix's expertise in advanced 3D capture technology and software with Immersion's strengths in engineering and distribution of 3D content creation products will greatly promote the growth of the interactive 3D Web," said Arthur Zwern, President & CEO of Geometrix. "By combining our capabilities together, we are creating a new generation of tools that make photo-realistic, touchable 3D Web content possible."

#### **Pricing and Availability**

Production models of LightScribe 3D is expected to be available in October 2000. The cost for the LightScribe 3D will be approximately \$7995.00 US. 3D designers interested in this product should contact Immersion at [lightscribe@immersion.com](mailto:lightscribe@immersion.com).

#### **About Geometrix, Inc.**

Geometrix is a leading provider of technology and services for delivering real-world experiences to the Internet. Its mission is to develop and deliver the world's most efficient and effective workflows for processing real-world objects, places, and people into interactive media content for the Web. Geometrix is a private, venture-funded technology company located in San Jose, CA. For additional product or company information, please visit our web site at [www.geometrix.com](http://www.geometrix.com), send e-mail to [info@geometrixinc.com](mailto:info@geometrixinc.com) or call (408) 999-7499.

#### **About Immersion Corporation ([www.immersion.com](http://www.immersion.com))**

Founded in 1993, Immersion Corporation develops advanced hardware and software technologies that enable users to interact with computers using their sense of touch. Immersion's patented TouchSense™ technologies, enable computer peripheral devices to deliver tactile sensations that correspond to on-screen events. Immersion licenses its hardware and software technology, on which it holds 60 issued patents worldwide, to industry-leaders in order to integrate and implement its sensory feedback into professional simulation and modeling, consumer devices, and enabling technologies.

Statements made in this press release other than statements of historical fact are forward-looking statements, including those that reflect management's current forecast of certain aspects of Immersion's future. Forward-looking statements made in this press release are based on current information, which we have assessed but which by its nature is dynamic and subject to rapid and even abrupt changes. Forward looking statements include statements regarding the expected performance of LightScribe 3D, growth of three dimensional content on web sites and the adoption of touch-enabled computer peripheral devices for experiencing such three dimensional content. Immersion's actual results might differ materially from those stated or

implied by such forward looking statements due to risks and uncertainties associated with Immersion's business which include, but are not limited to, the rate of growth of three dimensional content on web sites and the rate of growth of consumer demand for royalty bearing touch-enabled computer peripheral devices for experiencing such three dimensional web content.

Additional risks and uncertainties are outlined in Immersion's reports on Forms 10-K and 10-Q, as filed with the Securities and Exchange Commission. These factors may not constitute all factors that could cause actual results to differ materially from those discussed in any forward-looking statement. Immersion is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.