

# Expressive Touch Communications for Mobile Messaging

## TouchSense® Software Development Kit for Interactive Media

Immersion TouchSense Software Development Kit for Interactive Media makes social networking platforms more engaging and mobile communication more expressive. The SDK is designed for use in interactive environments such as chat applications, animated stickers and emoticons, rich media advertising, and social media networks.

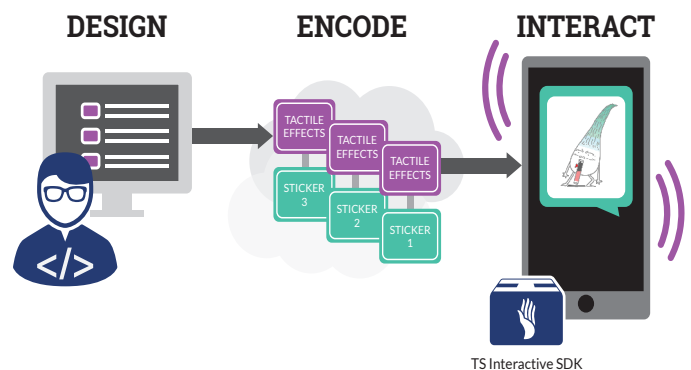
### TRANSFORM THE MOBILE MESSAGING EXPERIENCE

Touch is one of the most meaningful ways to create a connection with another person. Bringing touch into virtual and digital environments enables users to communicate emotion in a delightful and engaging way.

Designers, social networks, and messaging platforms can capture user attention and offer a unique, fun, and distinctive experience that keeps the conversation going.

Along with the easy-to-use SDK, Immersion also provides design guides, sample applications (with full source code), sample content, technical and creative support, and licensing options to create the best haptic experience possible on Android mobile devices available to consumers today.

### Haptic Implementation



Designers use authoring tools to design tactile effects for specific user interactions in the app.

Individual tactile effects are encoded and then associated to it's designed, singular interaction.

Tactile effects are triggered by the user's interactions in the app to make a more enjoyable experience.