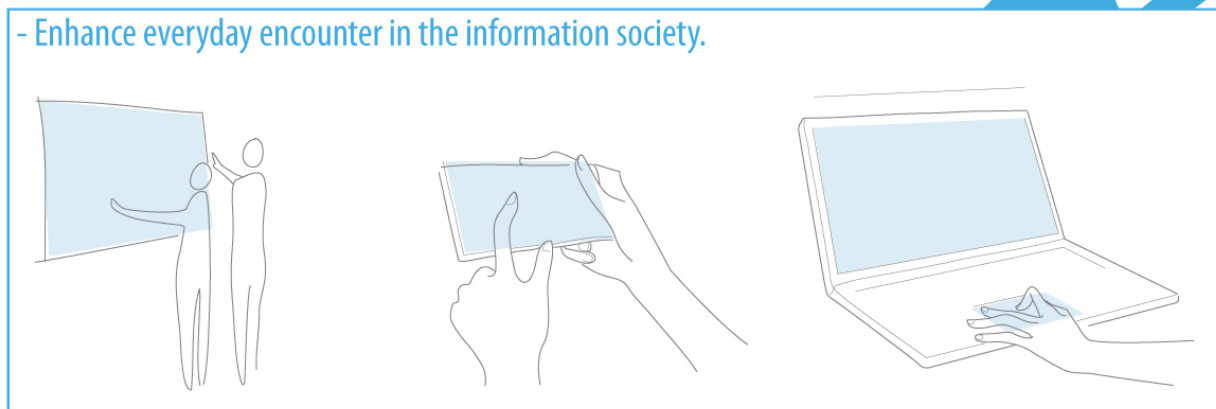


Senseg touch screen that touches you

- Enhance everyday encounter in the information society.



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PRESS RELEASE – FOR IMMEDIATE USE

(Sept 3rd 2009)

Senseg brings touch feedback to touch screens and touch panels without mechanical movement

Breakthrough technology for enabling objects to touch the user

HELSINKI, Finland & SAN JOSE, California, US (September 3, 2009) - Senseg Oy, a Finnish tactile interface technology company, announced today Senseg E-Sense™, a breakthrough technology for touch feedback. The announcement was made at Emerging Technologies Conference in San Jose, California, organised by Display Search.

Targeted for next generation touch screens, laptops and touch panels devices, this tactile technology brings major improvements in usability on consumer electronic equipments. Operating without mechanical movement, Senseg E-Sense™ technology is a quiet, safe, and versatile solution for adding touch feedback to touch input. E-Sense™ creates a modulated attraction force (Coulomb force) between finger tissue and E-Sense™ surface. The accurately controlled attraction force generates pleasant vibration-like touch sensations that improve the user experience for touch interfaces.

"Imagine a laptop touchpad that indicates, with a quiet vibration, when it finds a web link or a tool button. That is what E-Sense is about. The technology enables the feel of virtual buttons on smooth surfaces like that of a laptop, GPS or touch screen and gives tactile feedback to the user," says Dr. Ville Mäkinen, chief executive officer of Senseg. "Senseg's technology is not powered by mechanical motors but is instead based on virtual touch technology, which means it has no mechanical parts that can wear-out. Senseg E-Sense can produce localised tactile feedback. This means that unlike competing technologies, with Senseg E-Sense the whole device does not

vibrate. Instead the tactile feedback can be produced in certain small areas of the surface. The location, shape and size of these areas can be configured using the Senseg E-Sense control software."

Screen designers benefit from E-Sense™'s maintenance-free and solid state feedback technology, which is scalable for large surfaces and multi-feel areas. The technology is embedded into a thin, flexible film that can be added to almost any kind of surface, even a curved one. The need for power is very low: peak power consumption is just 0.05 to 0.5 watts and the current is drawn only when the touch feedback occurs.

Senseg E-Sense™ is available now for production. Simple structure of the solution means lower costs especially in larger volumes. Senseg provides E-Sense™ as a hardware and software solution, which can easily and seamlessly be integrated into a wide range of electronic devices. Senseg E-Sense™ is a unique technology with more than 20 international patent applications.

"Touch screens are ubiquitous. There will be over 400 million touch screen shipped in 2009. The growth figures for the market are impressive in all screen sizes. Touch screens with tactile feedback can significantly improve the usability and accuracy of the touch devices." said Dr. Jennifer Colegrove, Director of display technologies at DisplaySearch.

"We are seeing lots of demand for Senseg E-Sense globally. A wide range of companies, including OEMs and brand owners have shown considerable interest in the earlier demo versions of the technology. Our technology is unique; it is the only solution which can produce localised tactile feedback cost effectively for practically all kinds of surfaces and screen sizes ranging from a few inches and laptops to wall-sized implementations," says Moaffak Ahmed, Chairman of Senseg.

About Senseg

A tactile interface technology company based in Finland, Senseg is funded by the founding engineers of Skype. Senseg enables a world where objects can touch the user. Senseg E-Sense™ is a unique technology with more than 20 international patent applications. E-Sense™ technology delivers quiet, safe and versatile touch feedback to consumer electronics, including touch screens and gaming applications. Simple structure of the solution means lower production cost especially in larger volumes. Senseg provides the technology as a combination of hardware and software, which can easily and seamlessly be integrated into a wide range of electronic devices. For more information, please visit www.senseg.com

Trademarks

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