

TOUCH

*feel* the difference

TOUCH

*ask for answers*

# HapticTouch™ Technology

## Revolutionary. Transformative. Now.

HapticTouch™ technology isn't just a step forward in user interface tactile feedback - it's a quantum leap! Our patent pending Surface Actuation delivers the optimal tactile response at the point of contact. The result is a more compelling, highly satisfying user experience that enhances products in a wide array of applications and industries.

### A Novel Approach

The HapticTouch system creates surface level feedback using a simple yet elegant approach based on the principle of electrostatics. A charge differential is generated between the touch surface and a sub-surface, creating an attractive force, which causes motion of the touch surface. This movement can be precisely controlled to deliver a consistent, high fidelity response, resulting in a superior user experience.

### To *feel* is to Believe

There are many factors to consider regarding the implementation of any tactile feedback technology, including power efficiency, scalability, and cost. However, one characteristic is ultimately critical to users: the way it feels. We designed HapticTouch technology to provide a natural and confirming response that goes beyond other solutions. It just feels right.

### A Total Solution

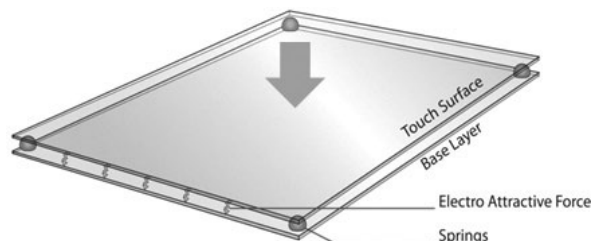
Our Surface Actuation approach provides many other advantages over conventional haptic offerings:

- ✔ **Scalability** – HapticTouch technology can be applied to small and large surfaces and a wide range of form factors.
- ✔ **Thin** – our low profile design is the thinnest solution available.
- ✔ **Ease of Integration** – The active surfaces can often be integrated into your existing industrial design, resulting in minimal changes and fast time to market.
- ✔ **Reliable** – Our approach uses well understood materials and processes, so manufacturers can design systems for long life, even in the most hostile environments.
- ✔ **Power Efficient** – HapticTouch systems sip power with minimal impact to battery life.
- ✔ **Fast Response Times** – Surface response is virtually instantaneous, ensuring a compelling experience no matter how fast the interaction.
- ✔ **Design Freedom** – HapticTouch technology enables next generation designs that exceed user expectations. Touch screens can deliver intuitive tactile feedback for a satisfying user experience. Industrial control systems can implement reliable, digital-sensing technology without sacrificing usability.

### Applications

Tactile feedback can improve the usability and experience of virtually every product interface that relies on touch interaction. Two of the key attributes of HapticTouch™ surface actuation are its scalability and thin form factor, enabling integration in a broad range of products with minimal impact on tooling, packaging, and time to market constraints.

- ✔ **Touchscreens**
- ✔ **TouchPads**
- ✔ **Keyboards / Keypads**



powered by  **pacinian**  
HAPTIC TECHNOLOGY

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