

## PRESS RELEASE

January 3, 2017



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# ERICSSON TEAMS WITH TACTAI TO DEMO TOUCH IN VR AT CES 2017

- Ericsson and Tactai co-developed a virtual reality (VR) experience, which they will demonstrate at CES 2017 in Las Vegas
- Immersive AR/VR applications require levels of computing power, connectivity and data storage that today's networks cannot adequately support
- Mobile is expected to be the most widely used platform for VR with over 100M of nearly 135M handsets projected to be in use by 2021

Ericsson (NASDAQ:ERIC) has co-developed a virtual reality experience with Tactai enabling users to navigate media titles using hand gestures while receiving tactile feedback throughout the interaction. The demonstration will be available in the Ericsson booth (#10939) at the Central Hall of the Las Vegas Convention Center during CES 2017.

The companies will demonstrate a new, proof of concept user interface for VR allowing content to have embedded interactive elements that respond to touch. Viewers can pause content playback using hand gestures to touch, grab and interact with elements of the video within the virtual environment. Tactai's Touch™ technology allows content creators and owners to incorporate interactive elements for product information or to deliver contextual information, including embedded 3D experiences, into new or existing VR/AR content. Ericsson is enabling this immersive VR/AR experience, which until now, required levels of computing power, connectivity and data storage unprecedented in today's networks.

To create truly powerful experiences in the virtual world, Tactai's team of researchers delved deep into the physics and biology of how humans touch and feel in the natural world. The insights from this research has informed the development of unique and proprietary touch-enabling technology that mimics nature and mirrors human biology. The technology closely recreates how humans perceive the presence of objects and their surface characteristics when interacting with them in the real world.

"We are thrilled to be working with Ericsson, a global leader in connectivity solutions to showcase how media companies can leverage Tactai's unique technology to enable touch-based virtual interactions," said Steven Domenikos, chairman and CEO of Tactai. "Our Touch™ product delivers an experience unlike anything available in the virtual or augmented reality worlds today. And beyond its unique user experience, Touch™ also enables media and technology companies to monetize virtual content through highly compelling multi-sensory experiences."

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### About Tactai

Tactai is pioneering the world's first wearable device that enables users to interact naturally with virtual objects by adding the sense of touch. The company's products help create compelling immersive experiences in Augmented Reality and Virtual Reality by tracking hands and fingers and allowing them to touch and feel natural objects with life-like realism. The patent-pending Dynamic Tactile Wave™ technology creates multi-modal experiences by fully engaging the user's senses and bringing touch, sound, and light together. Tactai, Inc., is headquartered in Waltham, Mass., and was founded in 2014 by Steven D. Domenikos and Katherine J. Kuchenbecker. For more information, visit [www.tactai.com](http://www.tactai.com)

For media kits, backgrounders and high-resolution photos, please visit [www.ericsson.com/press](http://www.ericsson.com/press)

*Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.*

*Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.*

*With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.*

*Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.*

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