

# Qualcomm Technologies and Lofelt Bring Advanced Haptics to Snapdragon

BERLIN, Germany, 28 January, 2021 -- Lofelt GmbH, a leader in advanced haptic technologies, today announced it has entered into an independent software vendor (ISV) agreement with Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated. Lofelt delivers an enhanced haptic framework running natively on the Qualcomm® Snapdragon™ 888 Mobile Platform, to address the growing demand for differentiating and more immersive consumer experiences on digital devices.

Under the agreement, Lofelt will work together with Qualcomm Technologies to deliver its enhanced haptic solution to OEMs (original equipment manufacturers) as a software option for designs based on the Snapdragon 888.

The Lofelt enhanced haptic solution is a framework and API that converts a universal haptic data stream into an optimal driving signal targeted at a particular device's performance characteristics. With this new solution, OEMs can deliver advanced haptic feedback to Android users for the first time, creating rich, natural tactile feedback, with a powerful, open API, supporting frequency changes and real-time playback control and compatibility to Lofelt Studio, the market's most sophisticated authoring system for mobile apps. Audio-haptic synchronization is guaranteed, and adaptive algorithms ensure optimal playback across all actuators and driver combinations, saving time and reducing risk in hardware design.

Lofelt CEO Daniel Büttner states, "We're delighted to be the first haptics company certified for Qualcomm's Platform Solution Ecosystem. Lofelt enhanced haptics are akin to Core Haptics for

Android and enable customers to easily create remarkable tactile effects for mobile games and novel UX/UI interactions for the apps of tomorrow.”

Lofelt advanced haptics are fully-customizable and customers can license this new technology to integrate haptics into consumer devices, such as mobile phones, game controllers and beyond. OEMs can leverage Lofelt technology to craft highly-innovative and impactful haptic experiences — powerful differentiating factors in an otherwise crowded mobile market.

Lofelt CTO Gwydion ap Dafydd adds, “Through this partnership, Lofelt will help build a new generation of cutting-edge Snapdragon-powered mobile devices that solve the problems with Android haptics. We offer developers and engineers more cross-platform parity and an adaptive technology that can be directed at a specific system.”

This latest offering from Lofelt complements and extends the company’s product portfolio, which includes both hardware and software solutions, such as its family of L-series actuators and [Lofelt Studio](#), a creative suite of haptic design and implementation tools. Lofelt is also a founding member of the [Haptics Industry Forum](#) (HIF) and a driving force in haptics [standardization](#).

The first commercial launches of devices based on Snapdragon Mobile Platform 888 with Lofelt advanced haptic technology enabled by OEMs are anticipated in the second half of 2021.

## About Lofelt

Lofelt is the leading company for advanced haptic feedback for rich and immersive experiences. The company has a successful history of delivering haptic innovations through its own products and in partnership with brands — such as Razer and Teenage Engineering. Lofelt is a founding member of the Haptics Industry Forum and headquartered in Berlin, Germany.

Learn more: <https://lofelt.com/qualcomm>

## About Qualcomm

Qualcomm is the world's leading wireless technology innovator and the driving force behind the development, launch, and expansion of 5G. When we connected the phone to the internet, the mobile revolution was born. Today, our foundational technologies enable the mobile ecosystem and are found in every 3G, 4G and 5G smartphone. We bring the benefits of mobile to new industries, including automotive, the internet of things, and computing, and are leading the way to a world where everything and everyone can communicate and interact seamlessly.

Read more: <https://www.qualcomm.com/>

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## Media contact

Melissa Maristuen, Charles Andreo

Email: [press@lofelt.com](mailto:press@lofelt.com)

Company Contact: [hello@lofelt.com](mailto:hello@lofelt.com)

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