

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 a partnership agreement with Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated. Lofelt delivers a universal haptic software framework running natively on the Qualcomm® Snapdragon™ 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 Mobile Platform.

The Lofelt haptic solution is a software 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 license the haptic solution for Snapdragon to 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. Audio-haptic synchronization is guaranteed, and adaptive algorithms ensure optimal playback across all actuators and driver combinations, saving time, reducing risk in hardware design and ensuring the best possible haptic experience on any given device.

Lofelt CEO Daniel Büttner states, "We're delighted to be the first haptics company certified for Qualcomm's Platform Solution Ecosystem. Lofelt haptics is like Core Haptics for Android. It enables 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 compatible with Lofelt Studio, the most sophisticated authoring system for mobile apps on the market. OEMs can leverage Lofelt software technology to craft highly-innovative and impactful haptic experiences — powerful differentiating factors in an otherwise crowded mobile market.

Lofelt CTO Gwydion ap Dafydd adds, “Combining Lofelt haptics with the extendable Snapdragon platform will create a new generation of Android devices that deliver rich, natural haptic experiences. We also 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 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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