

Lofelt Partners with Razer

Debuts Advanced Haptic Technology in Next Generation Razer Nari Ultimate Wireless Gaming Headset

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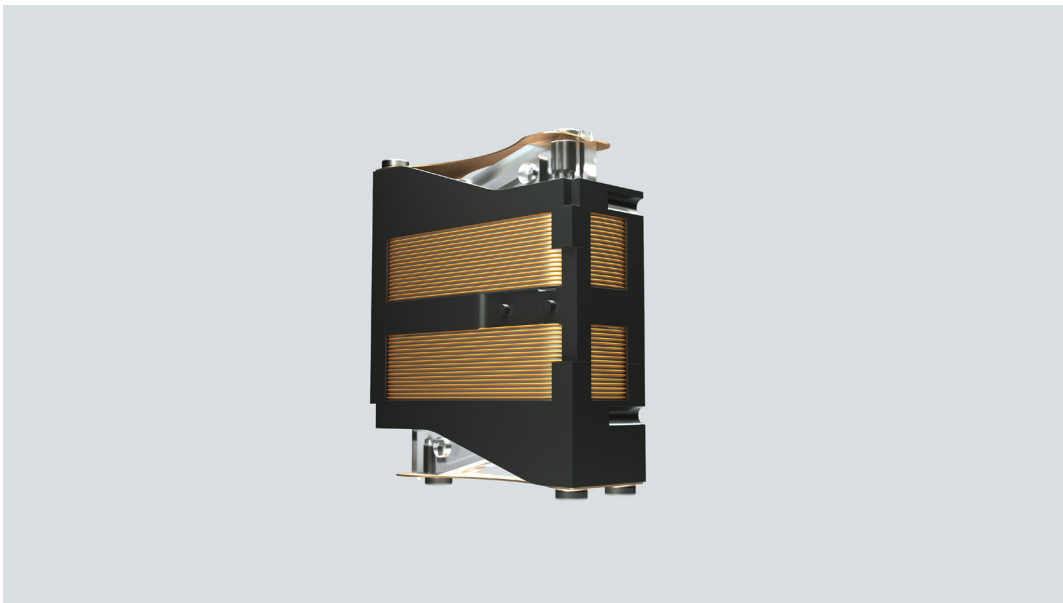


Lofelt, Berlin and Razer, San Francisco - Lofelt™, a leading haptic technology company, today announced it has partnered with renowned gamer brand Razer™ to deliver a deeper immersive gaming experience with high-definition (HD) haptics. The first product to debut from the collaboration will be Razer's next generation Nari Ultimate headset with Razer HyperSense featuring Lofelt Wave™ technology, a cutting-edge system that converts audio signals into dynamic haptic feedback in real time.

The Razer Nari Ultimate will be available in select stores and online in Q4 2018, starting at \$199.99 / 199.99 €

Razer Co-Founder and CEO Min-Liang Tan said: "Razer always innovates to bring unprecedented technology to gamers for the best gaming experiences possible. We're excited to be working with Lofelt, a great technology partner that is aligned with Razer's creative drive to perfect the world's first intelligent haptics-enabled gaming headset with the Razer Nari Ultimate."

Lofelt Wave enhances a game's soundscape, creating natural, lifelike effects that lets players feel every action-packed moment in their favorite games. Lofelt Wave features intelligent Digital Signal Processing (DSP), which detects the shape and frequencies of the game audio during gameplay and translates them into HD haptic signals. In addition, wideband Lofelt L5 haptic drivers integrated into the headset transform these signals into high-precision vibrations, bringing the game to life.



Wideband Lofelt L5 haptic driver included inside the Razer Nari Ultimate

“Lofelt is committed to raising the standard for haptic feedback to match the high quality audio and video we’re used to in today’s devices.” said Lofelt CEO Daniel Büttner. “Teaming up with Razer is an incredible opportunity for us to demonstrate the value of the cutting-edge technology we developed. I’m thrilled we are at the forefront of realizing the true potential of advanced haptics and can’t wait for gamers to level up their gameplay with the Razer Nari Ultimate featuring haptics by Lofelt.”



Razer Nari Ultimate wireless gaming headset with haptics by Lofelt

Adding haptic feedback to audio and visual cues vastly improves the immersive experience for gamers. Gamers are now able to feel distinct in-game events ranging from the blast of an explosion, to the firing of a rocket launcher or the thump of a punch. Stereo haptic effects also offer heightened spatial awareness, such as feeling the rolling of a tank from the left to right earcups as it travels around the player.

Lofelt launched its first product in 2016, a wearable haptic subwoofer called Basslet. The company has expanded its technology portfolio to meet increased demand for HD haptics and reach a broader audience. Lofelt is now joining forces with gaming and mobile companies, as well as with emerging technology brands in augmented reality (AR), virtual reality (VR) and cross reality (XR) to enhance user experiences over several product categories.

About Lofelt

Lofelt is pioneering natural haptics for immersive user experiences in consumer devices. The company develops intelligent software and wideband haptic actuators that raise the standard for high-definition haptic feedback.

Its latest product, Lofelt Wave™, uses advanced digital signal processing to transform audio into high-resolution haptic signals in real time, delivering realistic tactile sensations in headphones, smartphones, laptops, gaming controllers and AR/VR/XR headsets.

Founded in 2014 in Berlin, Germany, Lofelt launched the Basslet haptic wearable for immersive music listening in 2016.

The company has raised \$6.7M in funding to this date, including investment from Horizons Ventures (investors in N26, Skype, Slack, Improbable, Teralytics and Zoom).

Learn more at lofelt.com

About Razer

Razer™ is the world's leading lifestyle brand for gamers.

The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software and services.

Razer's award-winning hardware includes high-performance gaming peripherals, Blade gaming laptops and the acclaimed Razer Phone. Razer's software platform, with over 50 million users, includes Razer Synapse (an Internet of Things platform), Razer Chroma (a proprietary RGB lighting technology system), and Razer Cortex (a game optimizer and launcher).

In services, Razer zGold is one of the world's largest virtual credit services for gamers. Razer Pay is the e-wallet designed for youth and millennials, and Razer Game Store is the only games download store that offers rewards for gamers.

Founded in 2005 and dual-headquartered in San Francisco and Singapore, Razer has 15 offices worldwide and is recognized as the leading brand for gamers in the USA, Europe and China. Razer is listed on the Hong Kong Stock Exchange (Stock Code: 1337).

Media contact

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