Online press kit available at: http://bit.ly/TanvasPressKit

Tanvas Puts the Future of Touch on Display at CES 2017

Bonobos, Buzztime, Adludio, and Wolff Olins are among the many Tanvas partners at the forefront of a touch-enabled future for their respective industries

CHICAGO - January 4, 2017 - Tanvas, the company redefining touch for the touchscreen, announces the widespread debut of TanvasTouch, an award-winning programmable surface haptic technology that enables you to feel what you see on any touch display.

From retail, consumer electronics and gaming to advertising, automotive, visual impairment and the arts, the potential applications for TanvasTouch are limitless. Early adopters have already started building applications that incorporate infinite textures and lifelike effects.

“We're in the business of engaging the senses - the more the better, said Paul Coggins, CEO at Adludio. “The ability to incorporate touch in this novel way is truly groundbreaking. Thanks to Tanvas, our Programmatic Sensory platform with 3D, haptic, gyro and touch is even more powerful."

TanvasTouch technology emerged from ten years of research at the Neuroscience and Robotics Lab (NxR) at Northwestern University. Co-founders Ed Colgate and Michael Peshkin pioneered a new branch of surface haptics that brings real-time control of the forces acting between a fingertip and the touch surfaces. Because of the combination of sensing and haptics on the same layer, TanvasTouch is unlike anything in the world.

“Touchscreens are more integrated into our lives than ever and yet we are still tapping away at lifeless glass. TanvasTouch adds a new dimension of interaction,” said Greg Topel, CEO of Tanvas. “Our goal at CES is to provide a glimpse of what’s possible and, like our first-mover partners, inspire a new wave of creative innovators to build TanvasTouch into their products and applications.”

TanvasTouch surface haptic technology will be showcased at CES 2017 in Eureka Park. To feel the technology for yourself, stop by the Tanvas booth at 50408 in Sands, Hall G or ShopStoppers. More information about the history and versatility of this technology is available at www.tanvas.co.

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Additional Support for Tanvas:

- "From our origination as an online business to our evolution into the physical with Guideshops, our team is always thinking about how to best service our customers," said Dominique Essig, Chief Experience Officer at Bonobos. "The ability to simulate texture and fabric on smartphones and tablets is a breakthrough for online shopping, connecting the physical and digital worlds. TanvasTouch has the potential to bring an intimate retail experience to every touchscreen device and we look forward to innovating alongside this advancement."

- "With 30 million highly engaged, interactive game players in our partner restaurants, we are always looking for innovative new technology to enhance our players' experience," said Dave Miller, Senior Vice President, Marketing - NTN Buzztime. "TanvasTouch enables us to create a competitive advantage for our venues, so we can further our mission of using technology to create more rewarding social entertainment experiences."

- "We're now a messaging culture. It's not just the way we chat — it's how we shop, flirt, work together, build companies. It only makes sense that messaging needs to take on more dimension, subtlety and meaning, embodying the feeling and texture of our conversations," said Forest Young, Head of Design at Wolff Olins SF. "TanvasTouch has the potential to drive a tectonic shift in how we engage and understand each other through technology."

- "As a mission-driven organization, the Major League Hacking (MLH) team sees alignment in Tanvas' desire to teach developers how to code on an entirely new dimension and arm them with a unique development skill that will empower them in the future," Mike Swift, CEO of MLH. "Touch-enabled displays will one day be ubiquitous and MLH hackers will have a head start on how to build the sense of touch into their products and apps."

- "Newcastle and Helwan partnered with Tanvas to enable the visually impaired to navigate touch devices using surface haptic technology," said Dr. Patrick Degenaar, Reader in Neuroprosthesis at Newcastle University. "We are currently developing the core force feedback display translation algorithms and testing efficacy in the United Kingdom and in Egypt. The promising results thus far are poised to dramatically impact how visually impaired people interact with the online world."

About Tanvas

Tanvas is redefining touch by enabling you to feel what you see on any touchscreen. Despite advances in graphics, sound and vibration, today's touchscreen is a still just a static window to the digital world. Tanvas uses surface haptics to add a new dimension of interaction that goes beyond the buzz of vibration and brings unlimited textures and feelings to flat, physical surfaces. TanvasTouch can be built into any touch-enabled product across a wide range of applications including automotive, retail, consumer electronics, visually impaired and custom displays. Founded in 2011 by haptics pioneers, Ed Colgate and Michael Peshkin, Tanvas is headquartered in Chicago and received a Chicago Innovation Award in 2015. Visit www.tanvas.co to learn more about the future of touch.