Senseg selected as a 2012 Red Herring Top 100 Europe

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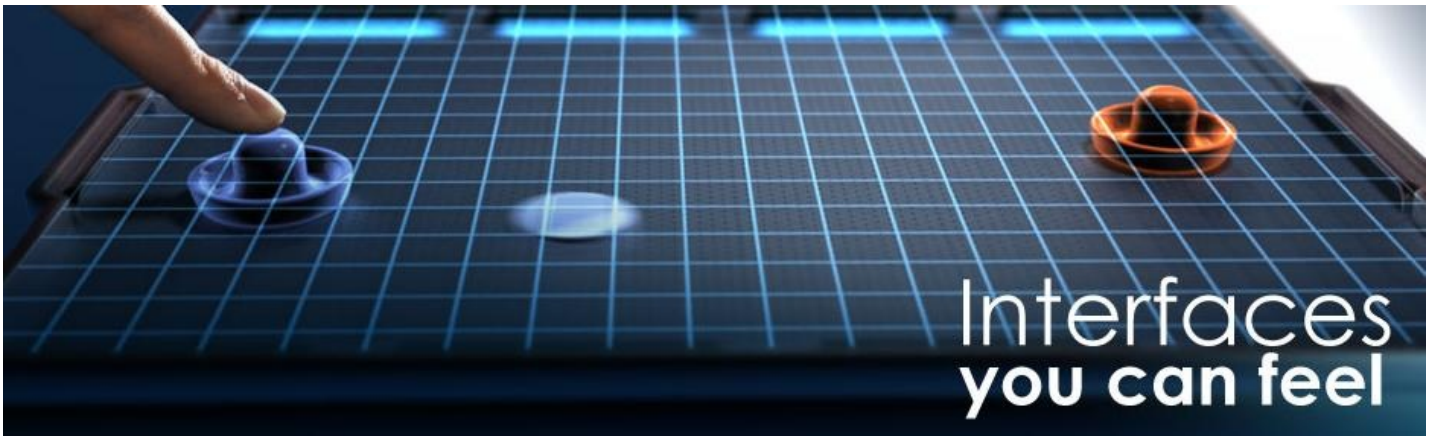

Amsterdam, Netherlands (RPRN) 05/09/12 — -- Senseg, the leader in next-generation haptic technology, today announced that it has been selected by Red Herring as a 2012 Red Herring Top 100 Europe award recipient. Red Herring announced its Top 100 award in recognition of the leading private companies from Europe, celebrating these startups' innovations and technologies across their respective industries.

Senseg recently unveiled the first production-ready solution that adds tactile effects to touch interfaces with a completely solid state solution—turning touch screens into 'feelscreens'. The company's patented technology, which can produce localized tactile sensations, will be integrated into a new generation of touch interface devices including tablet computers. Senseg's solution delivers a new dimension of interactive experiences–including textured surfaces, contours and edges–that add the dimension of feel to touch interfaces.

Red Herring's Top 100 Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe Senseg embodies the vision, drive and innovation that define a successful entrepreneurial venture. Senseg should be proud of its accomplishment, as the competition was the strongest it has ever been."

"We are thrilled to have been chosen by Red Herring as one of the Red Herring Top 100 Europe honorees. The Red Herring brand has always represented innovation in the venture world, and Senseg is dedicated to creating value for customers and investors alike," said Ville Makinen, founder and CTO of Senseg. "We are proud to be part of a growing European venture

community, and we look forward to bringing a new dimension to any touch interface in the coming year."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their peers, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

About Senseg

Senseg is the leader in next-generation haptic technology, leveraging patented solutions that deliver localized tactile sensations to the touchscreen user's fingertips. Founded in 2006, the company's breakthrough research on the human perception of touch sensations has led to its development of the world's fist production-ready feelscreen product. Headquartered in Helsinki, Finland, Senseg maintains offices in the U.S., Japan, and Taiwan. Senseg is backed by Ambient Sound Investments, Vera Venture, and Veturi Venture Accelerator. For more information, visit the company web site at www.senseg.com.

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