

# Press Release

## **Iris Dynamics Announces the Triumphant Return of the Force-Feedback Joystick**

**CES<sup>®</sup>, LAS VEGAS, NV. – January 9, 2018** – Iris Dynamics announces today that it has reinvented force-feedback joystick technology, making it exponentially faster and more powerful than any previous consumer joystick.

The new force-feedback joystick technology is powered by Magknetix™. Magknetix™ removes the complex mechanics used in traditional joysticks for just what the name indicates - magnets. The main components of devices silently glide along programmable magnetic fields which are controlled by software. This advancement means zero maintenance and drastically less risk of failure, not to mention completely silent operation.

Consumer force-feedback joysticks haven't been in production for the better part of a decade. Given the advancements in augmented and virtual reality in the past ten years, Iris Dynamics feels there is a significant gap that needs to be filled. "Our customers have told us time and time again that they want force-feedback joysticks" says Patrick McFadden, CEO. "We've received the message loud and clear. We know our joystick technology will not only fill the market gap, but provide a superior solution."

Iris Dynamic's latest joystick technology allows abilities never seen before. Using software, you can emulate gear-shifting in a variety of configurations (h-pattern, engine RPM, clutching, etc.). In addition, an endless number of tactile effects can be generated: dead stops, vibrations, springing, damping, pulsating, scraping... the list is endless. Force outputs of Iris Dynamics' new joysticks have also been vastly increased over earlier versions.

We invite you to feel the power of Magknetix™ technology for yourself. Iris Dynamics force-feedback joysticks and actuators will make their debut at CES<sup>®</sup> in Las Vegas from January 9-12, 2018. Visit booth 51715, Eureka Park, Sands Hall G, Tech West for a hands-on demonstration.

Iris Dynamics is currently seeking industry partners to advance Magknetix™ technology. For more information contact [CES2018@irisdynamics.com](mailto:CES2018@irisdynamics.com).

### **About Iris Dynamics**

Iris Dynamics Ltd., is an emerging technology company located in beautiful Victoria, BC, Canada. Iris Dynamics has developed Magknetix™ force-feedback technology and successfully applied it to joystick controls and various other applications including linear actuators, flight yokes, rudder pedals, helicopter cyclics, and other simulation applications.

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