



## **BARRY SOLTZ**

### **Business Development Director - Automotive Immersion Corporation**

Michael Blicher is business development director of automotive, commercial, and military markets for Immersion Corporation, the leading developer and licensor of touch feedback technology. He is responsible for championing the North American adoption of haptic controls for the automobile interior. In this role, and for the Automotive Electronics Connectivity Committee (AECC) as well, one of his objectives is to improve the human-machine interface to mitigate driver distraction and enhance the user experience.

With a passion for innovation and willingness to try new approaches, Blicher was naturally drawn to the SEMA, AAIA, MERA and CEA communities. The AECC, where, as vice chair he acts as an ambassador for communication and cooperation across automotive industry associations as well as for an expanding relationship with the consumer electronics industry. As 85% of handheld CE devices spend time in a vehicle Blicher has been supporting work with IntelliDrive as the vehicle to vehicle and vehicle to infrastructure emerging technologies take shape in the early phases of their commercialization migration at local, state and national levels.

Blicher holds bachelor of science degrees in electrical engineering and economics from Carnegie-Mellon University. He is a member of the Society of Automotive Engineers (SAE), the Society Information Displays (SID), the Specialty Equipment Market Association (SEMA), and Optimists International (Chaplain).

Founded in 1993, Immersion Corporation is a recognized leader in developing, licensing, and marketing digital touch technology and products. Immersion's technology is deployed across automotive, entertainment, industrial controls, medical training and mobility. Immersion's patent portfolio includes over 700 issued or pending patents in the U.S. and other countries.