



## The Opportunity

UltraSense Systems is changing the touch user experience with the world's first ultrasound sensor that brings any surface to life in smartphones, home appliances, cars, IoT and medical devices. UltraSense engaged Tanis Communications in 2019 to increase awareness with mobile OEMs and automotive suppliers as they were coming out of stealth mode and ready to launch a new product and round of funding.

Early in the year, Tanis produced an animated video introducing UltraSense's unique breakthrough 3D ultrasound touch technology that enables multi-functional touch interface through virtually any material and material thickness including metal, glass, wood, ceramic and plastic. When UltraSense was ready to launch its new product, Tanis developed the press materials and media strategy to launch the company, new product and funding, including the promotion of its family of TouchPoint ultrasound sensors, which were already sampling and expected to be incorporated in several consumer devices in 2020. The goal of this campaign was to get the word out about UltraSense and its unprecedented touch technology in advance of CES 2020. Following the successful PR results, Tanis is working with UltraSense to enhance its web site with a customer portal.

## The Assignment

- *Develop compelling narrative highlighting how 3D sensor technology is changing the touch user experience in a wide range of devices.*
- *Develop pitch and generate interest and excitement from press and analysts about product launch.*
- *Develop social media strategy, create content and manage social media channels.*
- *Media train executives to deliver a story that would resonate with audiences.*
- *Leverage attendance at CES to promote TouchPoint ultrasound sensor technology.*

## Results

- Secured 25 briefings with press and analysts ahead of launch and in-person at CES from targeted publications and research firms.
- Secured 46 unique articles in top tier business publications including The Wall Street Journal, Reuters, VentureBeat, CBS and CNET and trade publications including Popular Mechanics, All About Circuits, Android Authority, EE Times, Gadgets 360, New Electronics, Fierce Electronics and more, reaching a total audience of over 195million.
- Secured CES on-stage interview with UltraSense executive and CNET. The interview broadcasted live and was viewed online by over 60,000 people, providing an incredible opportunity for UltraSense to give a live product demonstration to a massive audience.
- Campaign resulted in strong awareness and new customer inquiries for the client. "Tanis brought UltraSense out of stealth mode with a bang and the results exceeded our expectations and increased customer demand," said Daniel Goehl, co-founder and Chief Business Officer at UltraSense. "Tanis successfully positioned us above the noise at CES with strategic messaging and resulting media coverage that resonated with our key audiences and customer prospects."

## Results

UltraSense Systems Promotional Video:

<https://www.ultrasensesys.com/>

**Embedded** COMPUTING DESIGN Embed UltraSense Sensors into Just About Anything

RICH NASS DECEMBER 20, 2019

### VentureBeat

UltraSense emerges from stealth to replace buttons with ultrasonic sensors

androidcentral MBER 17, 2019 6:00 AM

Ultrasonic sensors could soon replace physical buttons on your phone

Get ready for phones (and everything else) with no buttons at all

### FierceElectronics

Ultrasonic sensor opens new touch sensing apps

by Spencer Chin | Dec 18, 2019 3:39pm



**Gary Explains: Could ultrasound replace switches and buttons on your phone?**



UltraSense Systems' "Smallest Ultrasound SoC" Designed to Turn Any Surface Into a User Interface

3 days ago by Cabe Atwell



**Virtual buttons could make your 2020 phone more waterproof**

UltraSense thinks its technology will be more reliable than physical buttons and just as easy to use.



DESIGNLINES | INTERNET OF THINGS DESIGNLINE

Ultrasound Sensor Turns Any Surface into a Touch Button

By Anne-Françoise Pélé | 12.18.2019



Are smartphones headed toward a button-less future?

**This New Tech Can Turn Any Surface Into a Touchscreen**

It'll probably make all your devices smaller.



UltraSense Systems at CES 2020

#CES #CES2020 #CNETLive

No More Buttons! Ultrasense Systems presents ultrasound alternatives to physical input

CNET Highlights  
5.84K subscribers

Dan Goehl of UltraSense Systems joins Shara Tibken of CNET News and host Bridget Carey to talk about ultrasound alternatives to physical buttons, the steering wheel of the future, and more!



### The 5 biggest tech trends from CES 2020

From high-tech food to folding computers to upgrading your health to a prototype city of the future, these trends mattered.

**CES 2020: 6 things that will dominate this year's show**

### THE WALL STREET JOURNAL.

The Next Five Things That Will Make Your Phone Work Better

Some not-quite-ready technologies could improve smartphones' design—hiding the three-eyed monster and helping Siri stay off the cloud.

By Wilson Rothman  
Jan. 11, 2020 12:00 am ET



Startup from chip veterans releases sensor to replace phone buttons



What Designers Should Expect at CES 2020

January 07, 2020 by Hannah DeTavis