



PRESS RELEASE
For Release, 07:00 AM PDT May 13, 2019

Neonode Announces Next Generation of Cost Optimized Touch Solutions and Extends Range of Sensor Modules

San Jose, California – May 13, 2019 –Neonode Inc., (NASDAQ: NEON), the optical sensing technology company, today announced that its next generation of cost-optimized high-performance zForce® touch solutions and a new updated version of zForce sensor modules will be unveiled at SID Display Week in San Jose, CA, May 14 - 16, 2019.

Neonode is now releasing the next generation of its legacy zForce touch solution for as low as \$0.43 per diagonal inch in system cost, which is significantly lower than equivalent PCAP solutions. This new generation offers the same world-class performance as previous generation zForce touch solutions at significantly lower cost. The new generation of zForce touch solution is available now.

Neonode is also offering a new type of zForce sensor module to enable mounting in a different orientation to obtain the same active detection area. This opens up for new levels of design freedom and allows integration in a wider range of applications. The new zForce sensor modules also have an extended detection range, thus enlarging the interactive area. The new zForce sensor modules are available now for pre-order and will be available off the shelf at Digikey.com within a few months.

“We continuously evolve our technology to stay competitive from a cost perspective without compromising on performance and user experience,” stated Carl Bergendal, Executive VP Sales and Engineering at Neonode, adding “We believe our customers will be as excited as we are about these new offerings.”

Neonode CEO Håkan Persson and Carl Bergendal will be on hand at SID Display Week, together with Neonode’s North American Sales Team, to demonstrate Neonode’s latest products. To schedule a meeting during SID Display Week, May 14 - 16, 2019, in San Jose, CA, please send an email to: carl.bergendal@neonode.com

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About Neonode

Neonode Inc. (NASDAQ:NEON) develops, manufactures and sells advanced sensor modules based on the Company's optical reflective technology. Neonode Sensor Modules enable touch interaction, mid-air interaction and object sensing and are ideal for integration in a wide range of applications within the automotive, consumer electronics, medical, robotics and other markets. The Company also develops and licenses user interfaces and optical interactive touch solutions based on its optical blocking technology. To date, Neonode's technology has been deployed in over 70 million products, including 4 million cars and 66 million consumer devices.

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For further information please visit www.neonode.com

Safe Harbor Statement

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These include, but are not limited to, statements relating to expectations, future performance or future events, and the expected proceeds and closing of the private placement. These statements are based on current assumptions, expectations and information available to Neonode management and involve a number of known and unknown risks, uncertainties and other factors that may cause Neonode's actual results, levels of activity, performance or achievements to be materially different from any expressed or implied by these forward-looking statements. These risks, uncertainties, and factors are discussed under "Risk Factors" and elsewhere in Neonode's public filings with the SEC from time to time, including Neonode's annual report on Form 10-K, quarterly reports on Form 10-Q, and current reports on Form 8-K. You are advised to carefully consider these various risks, uncertainties and other factors. Although Neonode management believes that the forward-looking statements contained in this press release are reasonable, it can give no assurance that its expectations will be fulfilled. Forward-looking statements are made as of today's date, and Neonode undertakes no duty to update or revise them.