



PRESS RELEASE

For Release, 9.00 a.m. EST March 21, 2019

Neonode signs Convergence to sell and support zForce Sensor Modules in North America

Convergence's nationwide consortium of Sales Reps and FAEs will offer regional sales and distribution of Neonode's products throughout the US.

SAN JOSE, CALIFORNIA, March 21, 2019 – Neonode Inc. (NASDAQ: NEON), the Optical Interactive Sensing Technology Company, announced today that Convergence Promotions LLC will act as Neonode's North American sales and marketing partner to the industrial, medical, aerospace, military, robotics and consumer markets.

This partnership will help Neonode deliver on its strategy of providing Neonode sensor modules to a wide range of customers, by providing a nationwide consortium of sales reps and FAE support throughout North America. Neonode's product lineup is qualified for use in the most rugged and demanding environments and addresses both touch and mid-air gesture applications.

"We're excited to partner with Convergence as we focus our combined energies to serve a broader range of customers with industry-leading touch sensing solutions. Convergence is well positioned to communicate our value proposition on a massive scale", said Håkan Person, President of Neonode.

Glenn ImObersteg, Convergence President, states "Our business is to bring new manufacturers to our customers. Neonode offers the feature set and price point that many of our customers have been requesting. Additionally, our initial customers have provided positive feedback on the quality of Neonode's products."

Convergence's nationwide consortium of sales reps and FAEs will work in concert with Digi-Key to offer regional sales and distribution throughout the US. For a detailed map of the North American Neonode Sales Rep nearest you, go to www.convergencesales.com or www.neonode.com

For more information, please contact:

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About Neonode

Neonode Inc. (NASDAQ:NEON) develops, manufactures and sells advanced sensor modules based on the company's proprietary zForce AIR technology. Neonode zForce AIR 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 zForce CORE technology. To date, Neonode's technology has been deployed in approximately 67 million products, including 4 million cars and 63 million consumer devices.

NEONODE, the NEONODE logo, ZFORCE and ZFORCE AIR are trademarks of Neonode Inc. registered in the United States and other countries.

For further information please visit www.neonode.com

About Convergence Promotions LLC

For over 25 years, Convergence Promotions has been the premier power, semiconductor and development tools resource for millions of engineers, and has partnered with Freescale, NXP, Siemens, Infineon, ARM, Microsoft, Arrow, DigiKey and other industry leaders. Formerly a Joint Venture of Arrow Electronics, today Convergence operates as a Master Rep, providing nationwide North American sales, distribution and technical support for the leading technology companies in the embedded, sensor, power and robotics markets.

For further information visit www.convergencesales.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.