



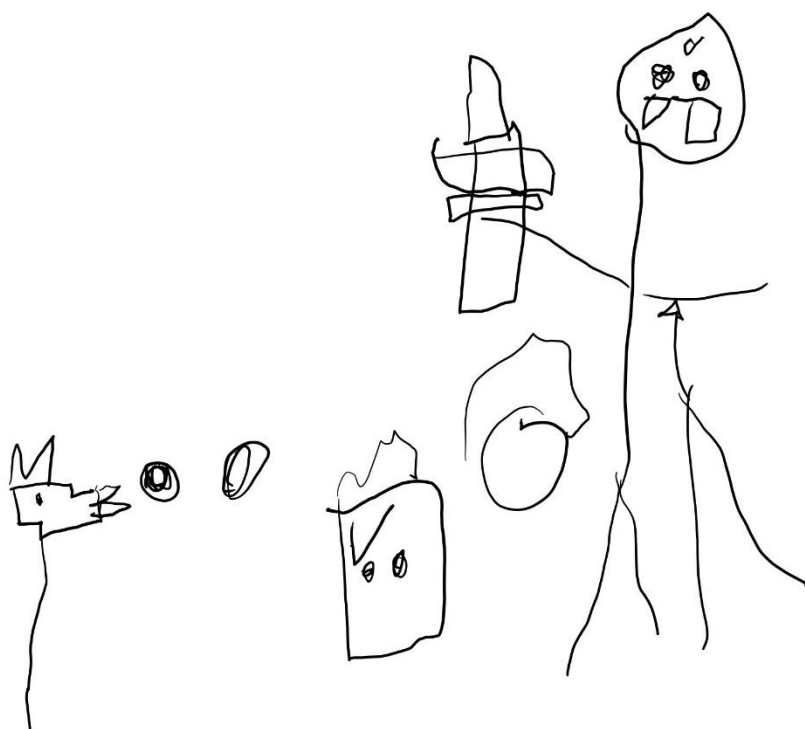


Let's Write the Future



Henry Wong, Senior Technology Marketing Manager





Creativity



Where Does Creativity Starts

Everyone is creative

- It starts from an idea
- Capturing thoughts from our heads to ideas that change everything
- With pen and paper, and ink



Pen and ink is the most powerful creative tool to capture, shape and share our ideas.



Importance of Ink and Pen

- Writing stimulates the brain and retain information better
- Capture inspiration and express emotions
- ~70%: meeting notes¹
- ~65%: primary tool for brainstorming and ideation²

Source
1: UX research at MyScript.
2: Survey of 4000 designers from 196 countries in 2015 Subraction.com Design Tools Survey



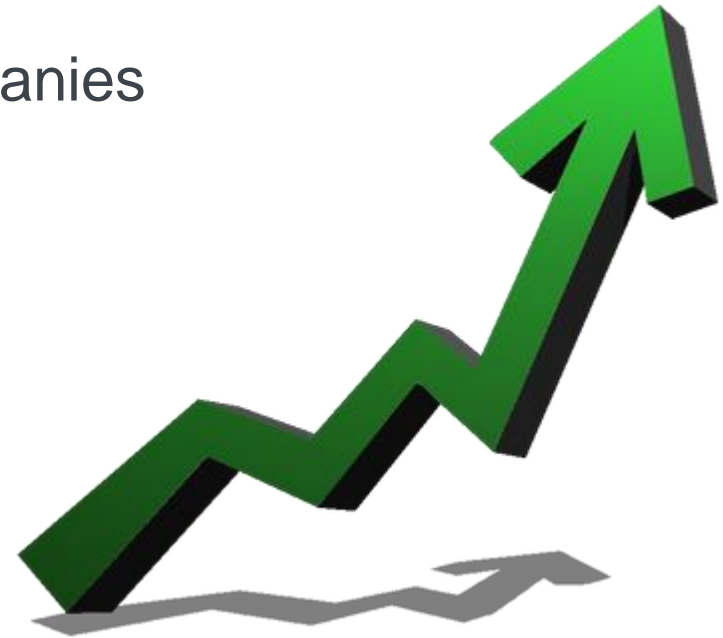
**The value of ink
is enhanced by
going digital**



Digital Pen Trend

Increase in pen usage

Strong adoption of digital pen by stationery companies



Power of Digital Ink

Note-taking workflows and productivity



Power of Digital Ink

Digital education



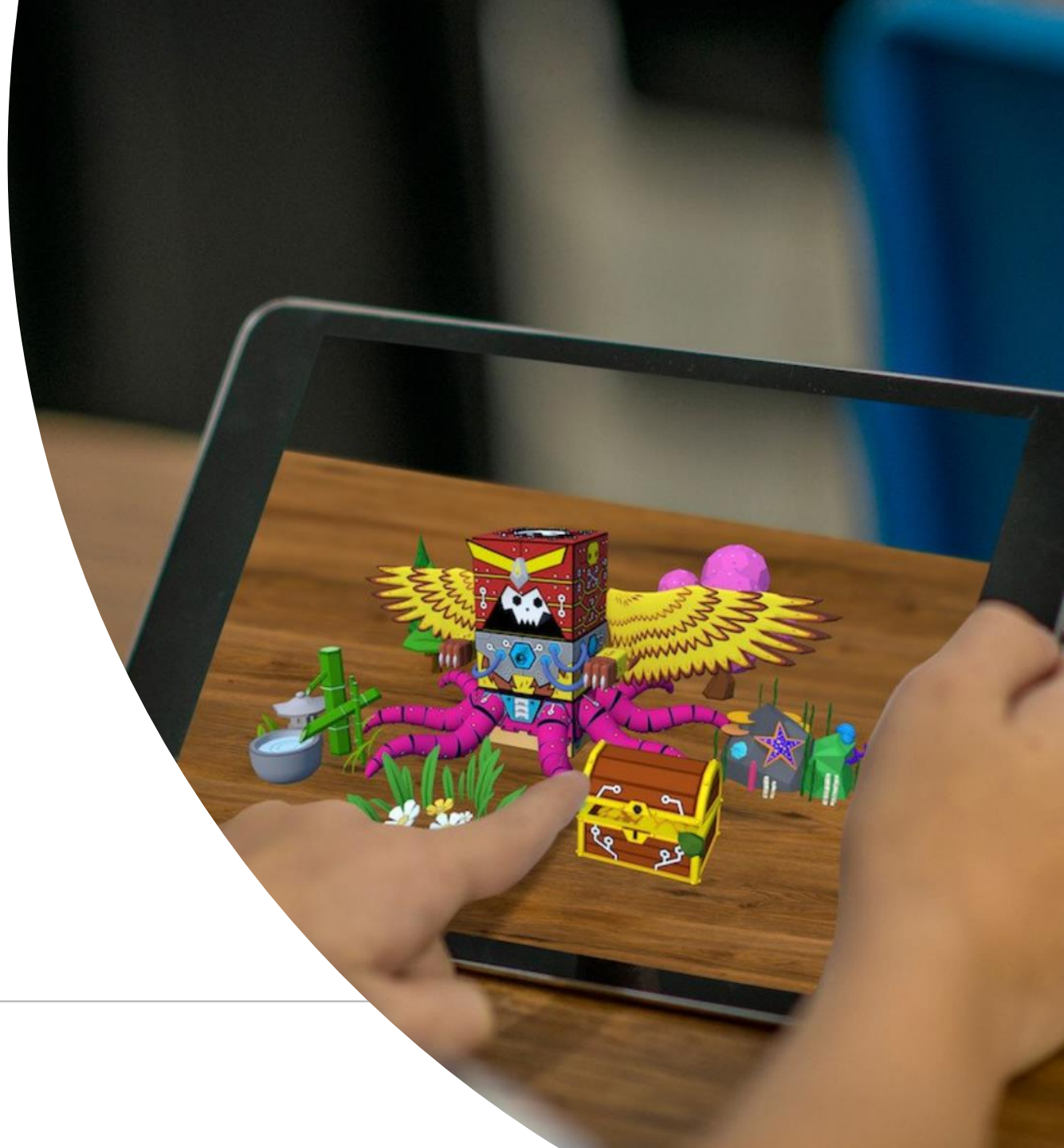


Power of Digital Ink

Identity verification and digital workflows

Power of Digital Ink

Augmented reality



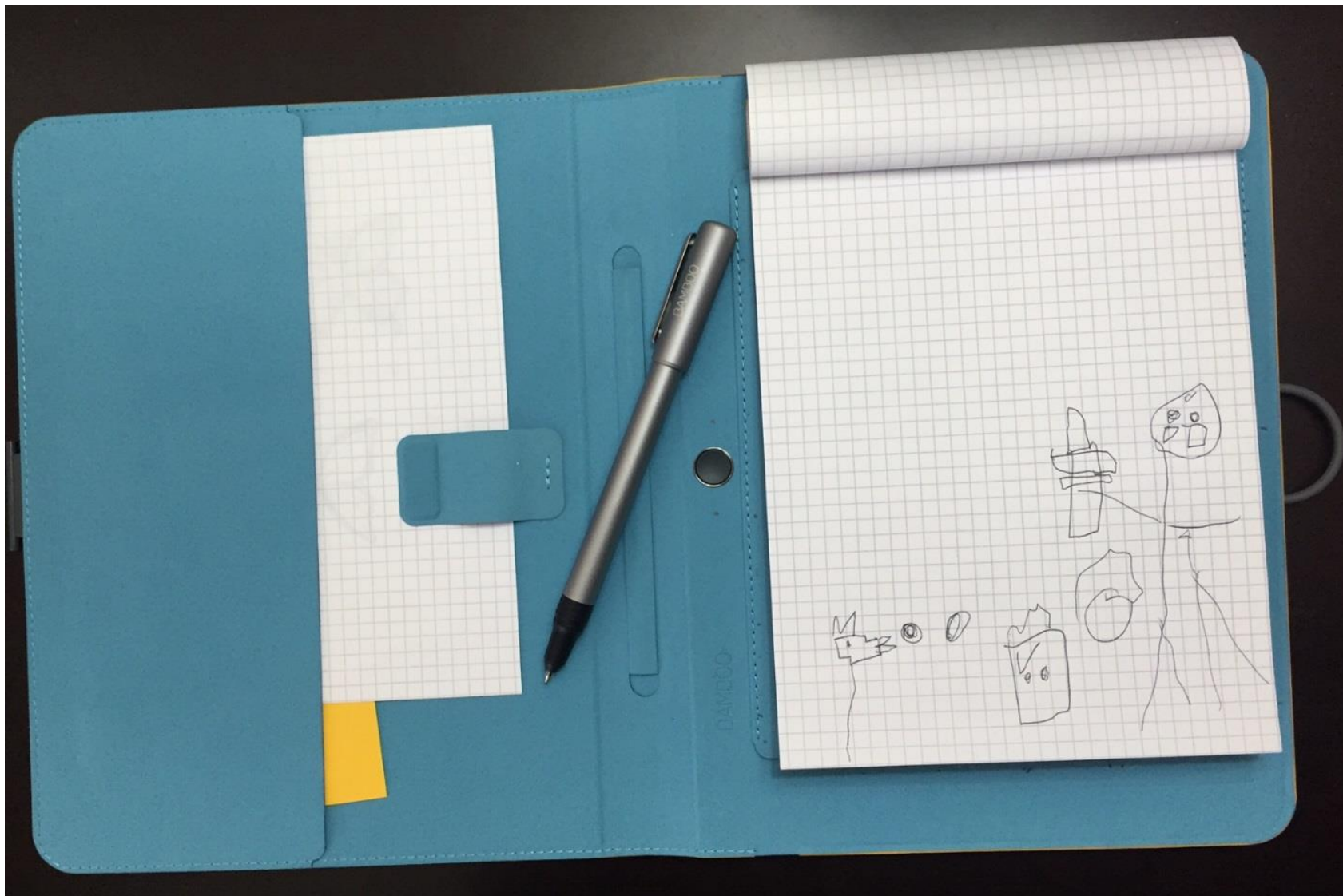
Seamless Analog to Digital Experience

- Ubiquitous
- Simplicity
- Interactive
- Connectivity
- Collaboration

Bluetooth

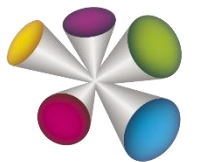
Bluetooth helps expand the pen experience and makes the product smarter







thank you!



wacom®



谢谢

Thank you!

