

Press release

Ginger Labs Announces the Launch of Notability, Giving Access to Customizable Tools for Note-takers and Creators

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Want customizable note-taking experience? Notability, the latest product released by Ginger Labs, is your choice. Notability, a revolutionary productivity app, allowing you to create notes that integrate handwriting, drawings, typing, pictures, and audio. It can also be used to annotate PDF documents, such as lecture slides and student assignments.

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), the number of students in higher education globally is 207 million. Survey shows that 69% of students take notes in 91% of their classes. Among these frequent note-takers, 25% of them demand customizable tools such as creating figures or referencing study resources.

Existing solutions for note-taking fail to address the following pain points:

1. Lack of tech tools to make notes powerful, intuitive, and effective
2. Lack of convenient way to organize and archive hand-written notes
3. Lack of tech tools to annotate documents such as study guide

With Notability, the full-featured note-taking app, students could take notes they'll want to review and actively use.

- **Improve** the look of note by colorful and natural stroke
- **Capture** and replay the audio of the lecture or conference
- **Organize** notes intuitively, with dividers and subjects
- **Search** and review notes by title or content at ease

User Testimonial

Joshua Kim is a student of University of Pennsylvania and the founder of EduCare.

“I use Notability for my classes every day. I record lectures using Note Replay and annotate textbook PDFs. I’ve never seen a program load such large PDFs so quickly.

I also founded an organization called EduCare that brings medical info to disadvantaged communities. My team works remotely, so we use Notability to mark up each other’s documents during meetings.”

Lisa Queeno is an 11th Grade Teacher from Springside Chestnut Hill Academy.

“I draw diagrams for study guides and create test questions using Notability. I love being able to mix my own drawings with other imported images.

“Whiteboards aren’t easy to read, especially for students with learning disabilities. Rather than sending out a blurry picture of a whiteboard, I can present my Notability notes in class and send out the same PDF to my kids later. ”

“We released Notability, the first app of its kind, based on the insight that iPad enabled a new type of note-taking, particularly with enhanced review and playback of notes taken in a class or meeting,” said Chanel Zhu, lead Product Manager at Notability. “Notability makes digital notes behave like hand-written ones. We aim to gain 15 Million users worldwide and become the #1 app on the Apple App Store for iPad.”

Get started with Notability today with our introductory offer - Simply go to Apple Store and download a free version of the app. If you like it and want more features, subscribe and get exclusive access to handwriting recognition, planners, and Notability Gallery.

About Ginger Labs

Ginger Labs is a productivity app developer. Our goal is to introduce innovative apps that cater to all learning styles and help users focus on what's most important in their digital world, to make sense of information faster. To us, the best tech tools are powerful, yet intuitive, and facilitate focus and creativity. To learn more about Ginger Labs, visit gingerlabs.com.

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