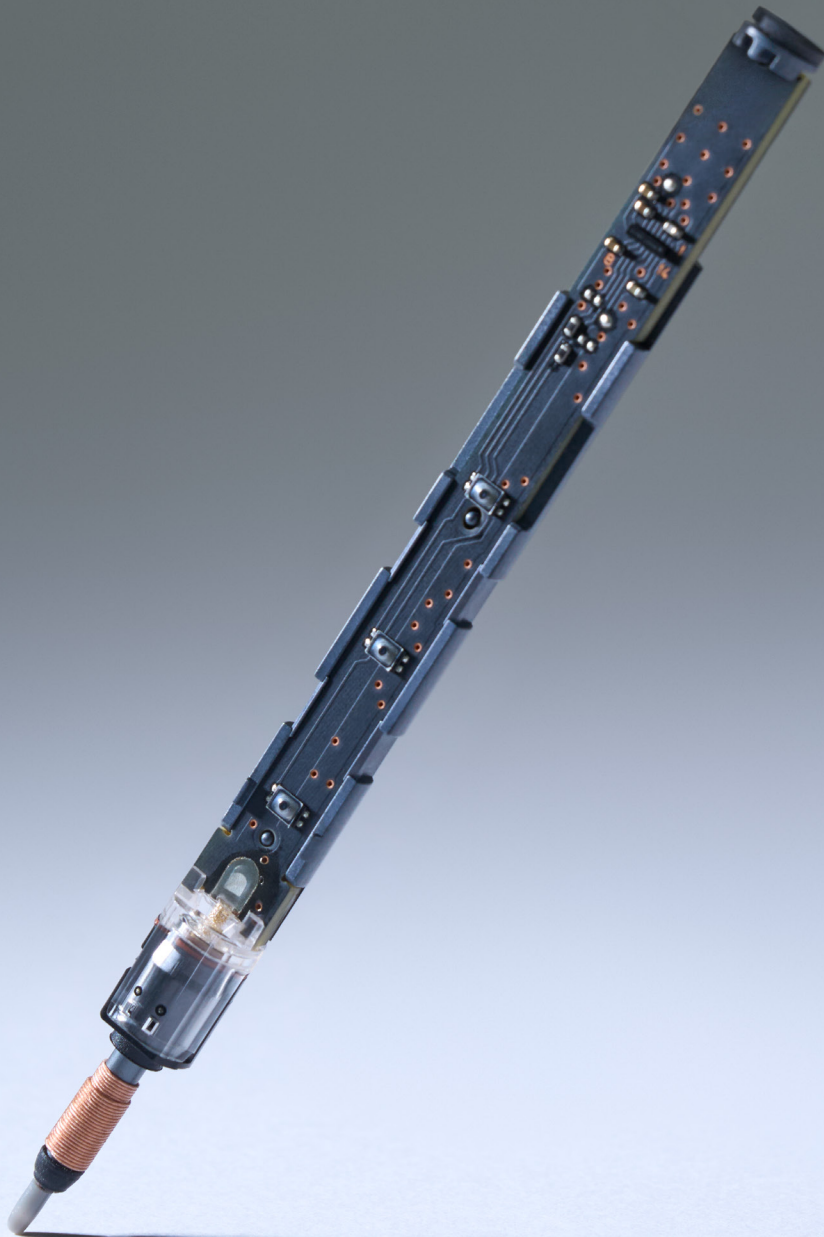


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WACOM

STORY BOOK

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Allow us to talk about Wacom today




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WHAT IS INK THAT WACOM VALUES?

Wacom and Ink: The permanent lines that express our thoughts and emotions

A handwritten thank you note given to a parent by their own child. A random doodle or a heartfelt confession, etched in the sand along the seashore. A time and place jotted down on the edge of a notebook. Lines—both *drawn* / *written*, produced with a finger or a tool—and the letters or pictures they form don't have to be clever to light a tiny spark in the hearts of fellow scribblers. Lines that carry emotions and moods with them—at Wacom, we refer to them as Ink. Our job at Wacom is to create instruments with which users can give shape to their inner thoughts by inscribing, etching, and carving lines. It is only natural for us at Wacom to try serving our deep-seated instinct to *draw* / *write* and also to want people to put utmost care into their lines—their ink.

At Wacom, we create digital instruments such as digital pens, pen displays, and pen tablets. But just as pens require ink, digital pens require digital ink. Improving the technology of digital pens is not enough; we must also push digital ink technology to the next level. This philosophy is reflected in WILL™ (Wacom Ink Layer Language), our digital ink technology. Physical ink gradually discolors and eventually disappears due to the passage of time and changes in the environment. Take the Kojiki, for example. Although this Japanese chronicle was originally written in the 8th century, the oldest existing copy is from the 14th century. This copy is less than a millennium old, but it still requires meticulous preservation and restoration to ensure it does not fade into dust in the near future. And digital ink? It is unaffected by space and time. It can record, be preserved, duplicated, and moved in ways that overcome the limitations of physical ink.

Digital ink also allows for more abstract information—thoughts and feelings—to be added to the lines for elaboration, analysis, and preservation. We have yet to tap into the full potential of digital ink. As long as humans exist, there will be people *drawing* / *writing*. Technological advances have seen the medium for ink change from rocks to stone tablets, papyrus, parchment, paper, and digital tablets. Perhaps in the near future, we may see ink applied to yet another medium; and there is always the possibility that centuries from now, we may do away with ink mediums altogether. And yet, even if that were to happen, the instinct and drive to *draw* / *write* will not die away. Wacom wants to serve this instinctual need to *draw* / *write*. That's why even if we are technically an instrument provider, we are passionate not simply about developing digital pens but also about developing experiences that bring out the best of the pen.