

WACOM COMMUNITY

Collaborating with various community partners toward the future

Some say that a person is defined by the friends they mingle with.
 For a company, a partner is like a friend to share dreams with.
 Drawing parallel between the friends and partners,
 communities Wacom belongs to may tell the story about who we are.

We believe that establishing strong relationships with outside partners while pursuing advances in digital pen and ink technologies is important. As we live in an increasingly complex world where specialization and segmentation of expertise accelerate, it is unrealistic for a company to try to handle everything on its own. Forming partnerships with leading companies, organizations, and academic players in every field brings new perspectives into the company along with all the latest knowledge and technologies. This also gives the company nimbleness and flexibility to quickly adapt to unexpected turns of events. In this way, partnerships can help ensure the mid- to long-term success of a business. At Wacom, we group partners into three categories: technology partners, business partners, and culture co-creation partners. Together, we work to deliver new values and experiences. Let's look into how each category plays along.

Technology Partners

Seeking technological eminence together

Rather than doing everything by ourselves, we work with partners who have their own strengths, to leverage Wacom's technology in the most effective way. Digital technologies can be combined with so many things, offering infinite possibilities.

Business Partners

Developing new businesses together

Innovations often times happen when two seemingly distant factors (talents, skills, assets etc.) are fused together. While sharpening its strengths restlessly, Wacom is always keen to work with partners who have been seeking added dimensions in their businesses, when opportunity knocks.

Culture Co-Creation Partners

Exploring together to co-create new cultures

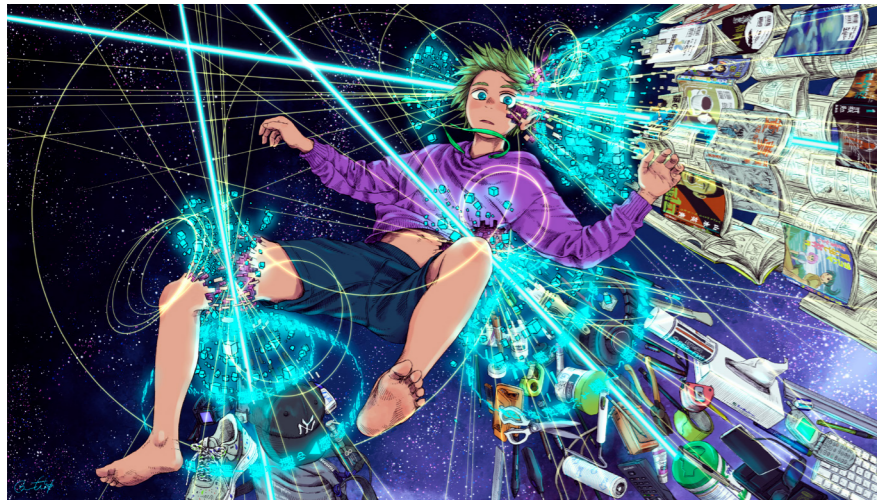
One interpretation of culture may be a set of values that guide human thought and behavior. Wacom works with partners to bring about new sets of values that may impact the way we live in this world. Through various initiatives with partners, Wacom strives to keep supporting creative human expression and education.

Composed by diversified partners, the communities Wacom belongs to have lots of potential. Every activity Wacom is involved in here is a seed for a future opportunity. Some of the seeds may have already sprouted, and bearing fruits. Some are still in the ground waiting for the right time to flourish. Every seed has its own future.

TECHNOLOGY

PARTNERS

Developing cutting-edge technology
with our technology partners



from JAPAN

Preferred Networks, Inc.

Preferred Networks (PFN) develops practical applications of deep learning, robotics, and other advanced technologies under its mission to “make the real world computable.” PFN has joined forces with Wacom and Celsys for the KISEKI ART project, an attempt to develop a groundbreaking service in which PFN’s AI technology is used to visualize the work’s “creative trail.” This involves documenting every stroke of the artist’s pen—every moment of hesitation, revision, buildup of experience, or happy accident—throughout the creative process.

www.preferred.jp/ja

from US

Digital Stationery Consortium

The Digital Stationery Consortium (DSC) is an organization of partners working to establish a market for the new category of products known as digital stationery. Among the members are Wacom, Samsung, and Mont Blanc. DSC aims to not only promote digital ink technologies based on the Wacom Ink Layer Language (WILL™) but also to establish smart and open standards in support of the digital stationery experience.

digitalstationeryconsortium.org



from AUSTRIA

Ars Electronica

Ars Electronica is an international creative institute based in Linz, Austria. The institute endeavors to envision the future of humankind and human society through four main undertakings: the Ars Electronica Festival, held every September to explore the themes of art, technology, and society; the Ars Electronica Center, a museum of art and science; the Prix Ars Electronica, an awards ceremony honoring innovation in digital art; and the Futurelab R&D facility. Ars Electronica has also been collaborating with Wacom on the Future Ink research project for the past three years.

ars.electronica.art



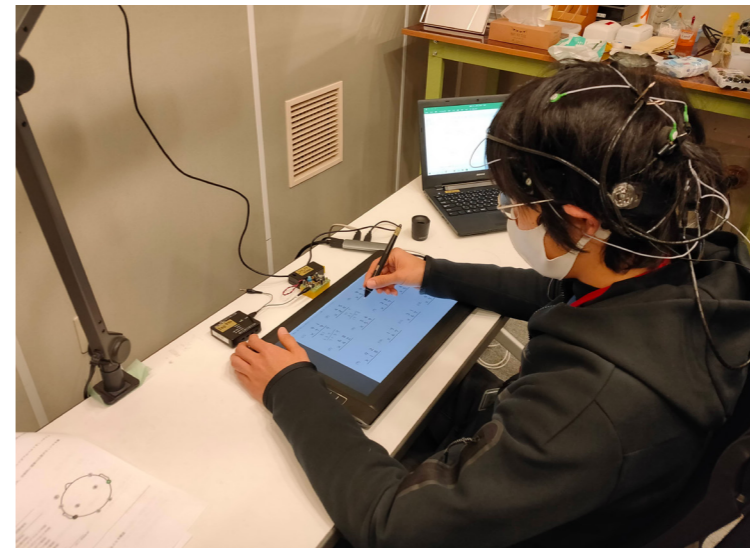
from JAPAN

National Institute of Information and Communications Technology (NICT)

Wacom has partnered with National Institute of Information and Communications Technology (NICT) in Japan to conduct research on brain activity as a measure of the effectiveness of different learning styles. Researchers recorded participants’ electroencephalogram and used the data to evaluate the effectiveness of various writing tools (conventional ink pen, digital pen, and keyboard) in aiding memorization. The results suggested that writing with an ink or digital pen aided memory retention more than typing on a computer keyboard.

Ihara, A.S., Nakajima, K., Kake, A., Ishimaru, K., Osugi, K. and Naruse Y. Advantage of handwriting over typing on learning words: Evidence from an N400 event-related potential index. *Frontiers in Human Neuroscience* 15:6791919 (2021)

www.nict.go.jp/brain



BUSINESS

PARTNERS

Creating new businesses with our business partners

from JAPAN

sdtech Inc.

Through a user-centered approach to manufacturing, sdtech applies design engineering—a field integrating the strengths of design, technology, and data science—towards developing advanced human-machine interfaces (HMIs) for the automotive industry and user interfaces (UIs) for remote-controlled karaoke systems. Wacom and sdtech are jointly developing an innovative new service based on artificial intelligence (AI) and digital handwriting, with applications in fields such as education.

www.sdtech.co.jp



from BULGARIA

Adcom

Adcom has been a long-time sales partner with Wacom in Bulgaria, where both companies have collaborated in market development for more than 10 years. To raise Wacom products' awareness, Adcom started to organize Wacom Day events in early 2010s for the local creative community. Due to the COVID-19 pandemic, people started to realize the true value of online classes, and Adcom has been playing a key role in introducing Wacom solutions in the education market, actively supporting teachers and students to grow with the education community.

www.adcom.bg

from JAPAN

CELSYS, Inc.

As the company behind Clip Studio Paint—a software application popular among both professional and amateur artists who create illustrations, comics, webtoons, and animations—Celsys is known for providing services that support artists' creative endeavors. Celsys entered into a capital and business alliance with Wacom in April 2022 out of a shared desire to see the creative community grow. The two companies have since collaborated on a number of projects, from KISEKI ART to the New Normal Digital Creative Education initiative in Oiso Town, Japan.

www.celsys.com



from JAPAN

Association of Innovative Education (Organizer of the Edvation initiative)

Efforts to study and modernize learning by proactively introducing the latest technologies into the field of education are exemplified by the GIGA School program under the Japanese Ministry of Education, Culture, Sports, Science and Technology. With the Edvation initiative—its name a portmanteau of “education” and “innovation”—the Association of Innovative Education aims to go a step further by pioneering innovations that are even more groundbreaking. New efforts by the private sector, rather than top-down government programs, could provide significant insights and contribute to bringing education into the future through technology. As partners who believe in the importance of supporting science, technology, engineering, art, and mathematics (STEAM) education, Wacom and the Association provide collaborative support at each other's events.

www.edvationxsummit.jp



from CHINA

Universal Scientific Industrial (USI)

USI provides design, material sourcing, manufacturing, logistics, and other services of electronic devices for brand owners. USI has been working with Wacom to develop LTS (Low Temperature Soldering) which saves electricity consumption in soldering process for digital pens. While normal soldering requires the temperature of 220c degrees in an electric furnace (and cooling down needs more energy), LTS needs just 140c degrees, substantially reducing CO2 emission for greener manufacturing process.

www.usiglobal.com



CULTURE CO-CREATION

PARTNERS

Promoting new cultural values with our cultural partners



from PORTUGAL

Trojan Horse was a Unicorn

Trojan Horse was a Unicorn (THU) is a community organization for digital creators, founded by Andre Luis in 2013, who used to run a school for computer graphics in Portugal. THU acts as an ecosystem for creators around the world to widen their connection beyond industry categories such as 3D, VFX, game and conceptual arts. Wacom has been a long-standing sponsor for THU's annual festival where Wacom products can be seen everywhere in special activities and workshops such as Infinity Canvas, Co-Labs and the Wacom Art Battles. THU and Wacom believe in continuing to stand together for the creative community. It's all about empowering the dreams of creators, giving them the right tools.

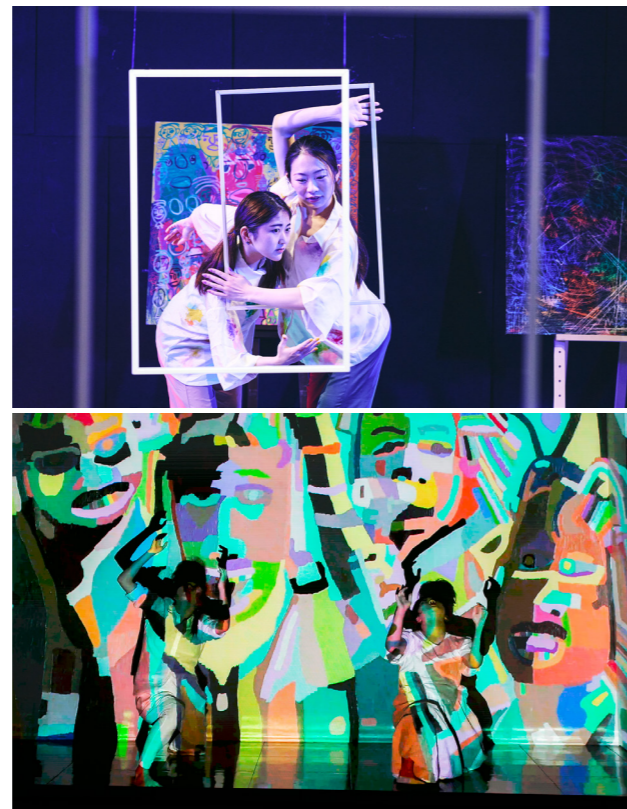
www.trojan-unicorn.com

from JAPAN

Heralbony Co.

Heralbony is an experimental group whose work has a strong social-welfare element. The company—whose motto is “Be Different”—aims to expand the scope of social welfare by signing art licensing agreements with artists with disabilities from across the world. Using the over 2,000 works licensed from these artists, the group has established initiatives such as Heraldbony, an eponymous lifestyle brand, and the Wall Art Museum, which converts temporary fencing at construction sites into works of art. In collaboration with Wacom and the Connected Ink Village, Heraldbony also organizes Call & Response, an ambitious project in which creators respond in various ways to the call (i.e., works) of exceptional artists. These responses transcend boundaries and channel the power of human expression in novel ways, bringing the act of creation into new realms.

www.heralbony.jp



from JAPAN

P.A.I.N.T. Inc.

LIMITS is a freestyle battle of the creative world, born out of the desire to make art and creativity more easily accessible and enjoyable. The competition—which has gradually expanded since its beginnings in Japan in 2016 to now include an Asian Championship and Global Championship—brings together creators from various genres to participate in digital drawing battles. In anticipation of the inaugural LIMITS High School Championship, to be held later in 2023, teams of three artists competed against each other in an exhibition match in November 2022.

limits.jp
High School Championship
limits.jp/lp/highschool-tournament-2023/



from JAPAN

Oiso Town

Out of a desire to promote the acts of *drawing and writing*, Wacom and the town of Oiso in Kanagawa, Japan, are promoting the New Normal Digital Creative Education initiative to further improve the quality of education. By providing a digital environment for traditionally low-tech creative activities that would normally be done on paper with a pen or brush, the project helps teachers introduce the advantages of digital creation in their classrooms. The aims of the program are twofold. One is to instill in students a moral framework for working in virtual environments through everyday exposure to digital technology. The second goal is to give students a foundation for developing a life-long appreciation for art by stimulating their imaginations and allowing their creativity to flourish from the earliest stages of primary and secondary education.

www.town.oiso.kanagawa.jp



CONNECTED INK

A toy box of creativity and a venue for continuously supporting art, education, and technology

The Connected Ink event is one initiative that symbolizes Wacom's current direction: refining its technologies to develop unique solutions that will allow it to collaborate on projects with pioneers in a wide variety of fields. In this experimental space, Wacom is both leader and collaborator—sometimes at the same time—as it explores new ideas to experiment with.



When knowledge of immensely creative professionals at the forefronts of their fields collide with each other, they create what could be described as “creative chaos.” Connected Ink is an event for exploring the surprises, insights, and seeds of future cultures that can come out of such chaos. Discussions at this event—now in its seventh year—often revolve around pointed questions brought up by the attendees; in 2022, they included “Have Humans really evolved since their origins?” and “Do Wacom’s technology and tools really contribute to human creativity?”

The creative fields represented at Connected Ink are given robust support by Connected Ink Village, a foundation started in February 2021. It is an independent organization that focuses on individual creators, providing them with continuous artistic, educational, and technological support. The foundation’s interests include exploring human depth as expressed in works of art, exploring and promoting new educational values, and using technology and collaborations with various communities to

support these explorations. They are currently supporting numerous projects that align with these interests.

Wacom assists humanity and its creative endeavors in the realms of *drawing/writing*, but its larger goal is to serve all humankind. Providing a life-long journey via digital tools may not be enough to fulfill such an ambitious mission. Wacom may need to support creative professionals even more comprehensively and push them towards heights they could not have otherwise reached. This is the concept behind Connected Ink. It is an experimental space that is like a toy box of creativity brimming with cutting-edge forms of creativity that hint at the future to come. Attendants explore how to support creative expression and education with digital technology to enhance the culture of producing, loving, and enjoying art. They also explore how to enrich STEAM and other progressive forms of education by incorporating diversity and flexibility. Connected Ink is a forum for posing questions and debating to bring up even further questions to explore.



Supporting the passion for creative expression

Akiko OKUYAMA

Director
Connected Ink Village

I think of Connected Ink Village as a mirror ball that reflects the many different aspects of Wacom in a colorful light. Whether you are famous or not, if you are passionate about exploring the depth of creative expression as embodied by Connected Ink, we are here to support you in every aspect. Whether we meet you at the event as a partner of Wacom or as ourselves—a collective of singular creative professionals—we want to nurture our relationship so we can pursue meaningful projects with you.



For more information on Connected Ink, scan the QR code on the left.