

SOCIAL INITIATIVES

Embracing the Sparks in Team Members' Hearts. Wacom's Social Initiatives

As Nobutaka Ide (Nobu) toured Wacom offices around the world to meet and discuss with Wacom team members before assuming the role of CEO, he could not help but notice the spark that shone in the heart of each and every team member. Everyone he spoke with wanted every product, business, service, and experience provided by Wacom to enrich the lives of their close people and contribute to society at large. This passion is not something that the company demands, nor is it born out of a business-based decision. Instead, it is fed by strong personal motivation.

This passion manifests as gentle sparks that burn within the hearts of Wacom's team members. By unearthing and intertwining their sparks into stories, and subsequently sharing these stories with society, Wacom extends its support to each and every team member. This series of endeavors was officially named "Social Initiatives" in 2019. It has nurtured the sparks of more than 20 stories over the following years. By shining a light on each team member, we, Wacom, hope to communicate the value that we place on our sparks, and at the same time, we hope that our passion will ignite a spark in someone else's heart. Each person's spark also contributes to the realization of Life-long Ink, Wacom's promise to customers of a life-long journey defined by digital ink-based experiences.

We will continue to seek out the sparks that smolder within Wacom. In this article, we introduce the stories of team members from Portland, US; Beijing, China; and Oiso Town, Japan. Each of their sparks shines ever so brightly.



from PORTLAND, US

Creating a space for everyone to be creative

The Wacom Experience Center is located in the city of Portland, Oregon. As the name suggests, it functions as a hub where the local creative community is invited to experience the sensation of creativity.

The center's Senior Manager is Megan Davis, a team member who works tirelessly to forge ties between Wacom and the local community through numerous projects. "Our mission is to engage with the local community and provide a space for people to foster their creative thoughts and innovative ideas," says Davis. "We want to inspire people in the creative world, both big names and up-and-coming artists, by creating a space where they are free to unleash their creativity."

Portland is known for hosting many events and festivals throughout the year. One of these is the Sneaker Week, which Davis was instrumental in starting in 2016. Numerous footwear brands including Nike, Adidas, and Keen call Portland home, so Davis knew it would be the perfect host city. During the Sneaker Week, the Experience Center is one of several event sites in which sneakerheads can rub shoulders with footwear industry



Megan DAVIS

Senior Manager
Wacom Technology Corporation (USA)

insiders.

Portland also has a thriving comic scene due to the large number of animation and comic studios in the area and the annual Rose City Comic Con. Wacom partners with Comic Con to support up-and-coming artists, giving them space to introduce and demonstrate their work.

So, how has the Experience Center evolved in recent years? Davis says, "I think the biggest evolution is that we've attracted people with so much talent and brilliance. We often hear people say we need to 'think global, act local,' which I think sums up what is so important about local communities. If you're not taking care of your local community, how can you share anything with the wider world? We try to keep this philosophy in mind as we look to the future."



from BEIJING, CHINA

Popularizing and elevating digital ink technology

Lannie Zhang is a member of Wacom's Ink Division and works as a global product manager in Beijing.

"It is rewarding to be so close to the Chinese market and our customers," says Zhang. "I first joined Wacom as a regional product manager and belonged to a small team. I was responsible for a variety of products, including stylus pens, pen displays, and pen tablets, and I visited many different customers. Listening to their frank feedback on our products—what they loved, were frustrated with, or hoped to see—helped me gain a deeper understanding of the needs of the market. It was a valuable experience that continues to serve me well even as I transition to the role of global product manager."

It is clear from Zhang's words that she is making a sincere effort to align with the Chinese business community. Wacom continues to evolve far beyond a mere product supplier, aiming to comprehensively deliver hardware, software, and solutions that only digital ink technology can achieve. Ink Division is a major driver of this shift. "The Ink Division is Wacom's innovation center where new ideas and technologies around ink are born," she says. "We pursue the kind of R&D that can popularize digital ink technology and elevate its value in the eyes of our customers."

Looking for a way to deepen ties with the local community, Zhang also got involved with the Digital Stationery

Consortium and Connected Ink.

Zhang's efforts to localize these global Wacom initiatives for the Chinese market have led to stronger bonds with the company's local customers.

"We preserve the global character of both initiatives but also organize our own activities on a local level," she says. "For example, we established a Chinese-language chat group to facilitate communication. These efforts have helped us attract new customers, partners, and team members and expand our partnerships so that we can explore the possibilities of digital ink technology together. It's literally the 'Chinese Way.'"



Lannie ZHANG

Global Product Manager
Wacom China

from OISO TOWN, JAPAN

Supporting the drawing & writing initiative with Oiso Town

In November 2020, Wacom signed a partnership agreement with Oiso Town in Japan, Celsys, Inc., and I-NET Corp. to improve the quality of education in Oiso's schools. Tadakuni Tsubota of Creative Business Unit is the driving force behind the Oiso partnership, which is rooted in a desire to encourage the love of *drawing / writing* and show children that the world expands when they continue to *draw / write*. Tsubota has traveled back and forth between his office in Shinjuku, central Tokyo, and Oiso Town over 100 times, a clear sign of his passion for this project.

The initiative's first undertaking was to support creating digital works at a junior high school. Upon seeing students experience the pure joy of creating, many other residents of Oiso were inspired to participate in the initiative. The scope of the project has since expanded from promoting *drawing* to also promoting *writing*. Small but meaningful experiences and reactions have created a chain reaction of interest that has gotten the entire town involved.

Tsubota's day-to-day work involves retail partnership to promote the sales of Wacom products. However, he says that his motivation in leading this initiative has nothing to do with increasing sales. "It is true that some people have been inspired to purchase Wacom's pen displays and pen tablets after trying them out through this initiative," he says. "But as I see it, supporting the *drawing / writing* of our customers is a key component of both our daily work and our efforts with Oiso. My goal is to have people say that they are excited to use Wacom products."

"Once, a student who struggles in school told me that they had a lot of fun creating a piece of artwork. I couldn't help but cry. It's a part of my job, but it has become a part of my life, too. This initiative has become something important to me, and the people of Oiso are extremely supportive."



Tadakuni TSUBOTA

Account Manager
Creative Sales Japan

