

## Introducing The New Stylus Family for a Connected Life: Bamboo Omni, Bamboo Solo and Bamboo Duo

In our connected world we are constantly changing between smartphones, tablets and different operating systems to complete even simple tasks. Wacom introduces a new stylus family that allows for quick input and precise response across different mobile devices. The Bamboo Omni is a fine-tip stylus, that works instantly on most iOS and Android™ touchscreens with a simple twist. The re-imagined Bamboo Solo and Bamboo Duo feature a new stylish, comfortable design for precise navigation and a clean touchscreen. Now navigating or writing on a touchscreen is as intuitive and comfortable as a favorite pen.

Berlin, Germany – September 1, 2016 – Wacom® redefines the stylus experience with the introduction of the Bamboo Omni, an innovative fine-tip stylus that works on most iOS and Android touchscreens, and the updated Bamboo Solo and Bamboo Duo styli. With the new line-up Wacom offers an intuitive, ergonomic and stylish solution to the challenges of touchscreens, allowing users to easily navigate through their digital lives and quickly capture their ideas.



Photos from left to right: Bamboo Omni, Bamboo Solo, Bamboo Duo



## Press Release

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“When a new idea crosses our minds or we quickly need to make a note, we intuitively reach for a pen. From our research we knew the Bamboo Omni, like a favorite pen, needed to be simple to use, have broad compatibility and have a fine tip,” said Mike Gay, Senior Vice President for Wacom’s Consumer Business Unit. “The new Bamboo Omni is the perfect pen for a connected life. It’s fast – just twist it to turn it on and you’re ready to work on Android and iOS touchscreens.” The fine tip and its broad compatibility mean that someone using the Bamboo Omni can immediately transition from drawing on a Snapchat or WeChat photo on a smartphone, to marking up a PDF or creating a list on a tablet.

### **Bamboo Omni – The stylus with a twist**

This fine-tip stylus is designed for quick note taking and provides an intuitive experience in note-taking apps, such as Bamboo Paper. A simple twist and the Bamboo Omni is ready to use – no pairing needed. The stylus instantly works across iOS and Android touchscreen devices.

The stylus uses the innovative RES (Reflective Electro Static) technology and is charged via USB. The 1.9 mm thin tip is durable and soft on the screen. The Bamboo Omni has an ergonomic triangular design and a premium soft-touch surface that feels comfortable and well-balanced. The stylus is available in black or white.

### **Bamboo Solo and Bamboo Duo – A better touchscreen experience**

The Bamboo Solo and Bamboo Duo have a fresh new look and, like the Bamboo Omni, feature a comfortable triangle shape and soft-touch surface. The Bamboo Solo and Bamboo Duo allow for a more precise, smudge-free interaction with all touchscreen devices. The long-lasting and replaceable carbon fiber tip works smoothly on all touchscreens including iOS, Android or Windows® smartphones, tablets or PCs. The Bamboo Duo combines this with a replaceable ballpoint pen added at the opposite end of the pen, turning it into a two-in-one stylus for fluid writing on screens and on paper.

### **#makingthefuture**

To share the ideas that the new stylus line enables, Wacom is celebrating the innovators worldwide with **#makingthefuture**. Live from IFA, Wacom invites attendees to create and share their vision of the future using Wacom’s tools, including



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the new stylus line, the Bamboo smartpads and the new cloud-based Inkspace. Digital and in-booth visitors can start #makingthefuture by sharing ideas that range from the future of communication to the future of art, food or tech. A sketch note artist will combine the input into a cohesive piece of digital art. These ideas will be captured and shared in an upcoming ebook.

**Pricing and availability**

The Bamboo Omni will be available for purchase in November in most countries. Bamboo Solo and Bamboo Duo are available for purchase online at the Wacom Estore and select retail outlets.

<b>Bamboo Solo</b> (black, white, blue, red)	USD 19.95 / EUR 19.90 / GBP 16.90
<b>Bamboo Duo</b> (black, white, blue, pink)	USD 29.95 / EUR 29.90 / GBP 24.90
<b>Bamboo Omni</b> (black, white)	USD 49.95 / EUR 49.90 / GBP 34.90

\*All prices in EUR and GBP incl. VAT.

The Bamboo Paper note-taking app for iOS, Android and Windows is free for download in the respective app stores and offers in app purchases for extra features. The subscription to Inkspace Basic cloud service is free, but requires signup for a Wacom ID. For more information, please visit the product pages on [www.wacom.com](http://www.wacom.com).

**Bamboo Solo:** <http://www.wacom.com/en-us/products/stylus/bamboo-solo>

**Bamboo Duo:** <http://www.wacom.com/en-us/products/stylus/bamboo-duo>

**Bamboo Omni:** <http://www.wacom.com/en-us/products/stylus/bamboo-omni>

**About Wacom**

Founded in Japan in 1983, Wacom is now a global company with offices around the world supporting marketing and distribution in over 150 countries. For more than 30 years, Wacom has worked with the most creative people and organizations to inspire and equip them to make the world a more creative place.

Wacom's products have been used by loyal customers to create some of the most exciting digital art, films, special effects, fashion and product designs. They have also played a significant role in making technology accessible in a natural and intuitive way through pen tablets, interactive pen displays, digital interface solutions, stylus products and



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creative companions. These all make it possible for everyone to express their creativity in digital media, whether artists, business executives or people enjoying everyday creativity. Wacom's interface technologies are offered as OEM solutions to leading manufacturers of tablet devices, smartphones and PCs.

### **Press Information:**

A digital press kit including images and additional information is available for download here: <https://wacom.box.com/v/IFA2016>.

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