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PRESS RELEASE

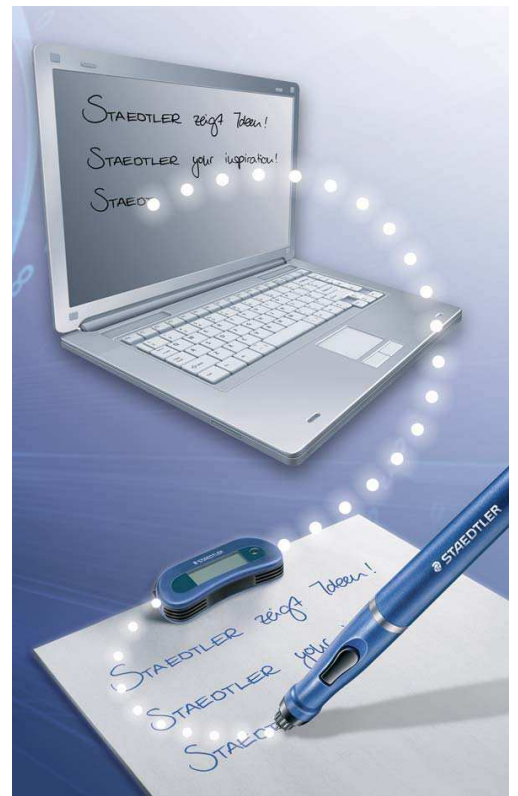
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Truly ingenious – the STAEDTLER digital pen

STAEDTLER not only inspires, but also displays digital inspiration! Join us in 2010 for a new chapter in writing history and enter a new era in electronic writing. The practical electronic ballpoint pen innovation, the STAEDTLER digital pen, enables the digital capture of handwritten ideas, personal notes and sketches. These can then be transferred directly to your computer or notebook, for editing or further processing – the possibilities are practically endless.

How does the STAEDTLER digital pen work?

With the STAEDTLER digital pen, your handwritten notes are given a personality and can be transferred to your computer. The digital receiver comes equipped with a clip which can be used to attach it to your notepad or writing surface (writes on all kinds of paper, being suitable for ballpoint pens too). This enables you to capture up to 100 A4 pages of inspirations, thoughts and observations whether at home or on-the-go. Notes are then downloaded to a computer via USB cable. Your saved notes, inspirations and sketches come up on your PC in their original form, i.e. in your own handwriting. In other words, an exact copy of what you wrote down or drew is created. The OCR software included with the pen enables you to convert your handwritten notes into text processing. The precise software even recognises hastily jotted down texts and difficult handwriting both reliably and exactly. In only a few steps, you can export your notes and drawings into MS Office programmes like Word or into e-mails. An LC display keeps you up-to-date on the status, number of saved notes and battery level. When the pen is connected to a computer, you also have mouse and graphics tablet functions at your disposal. On the computer, you can switch between writing and mouse modes.



Summary:

- can save up to 100 pages of DIN A4
- complete with aluminium storage box
- with practical clip for attaching receiver to writing pad
- suitable for standard ballpoint pen refills for multi-function pens
- two different modes possible: in 'mobile mode' can be used for writing on all writing surfaces; in 'online mode' (connected via USB) choice between mouse/graphics tablet function and pen function (handwritten notes)
- incl. software for handwriting recognition and for transfer and editing of drawings
- incl. USB cable and batteries
- system requirements: Windows XP/Vista, computer with 1 GHz Pentium 3 processor or higher
- compatible with all Microsoft applications

STAEDTLER inspires!

Wherever you happen to be, with the innovative STAEDTLER digital pen you can protocol whatever you consider important or make notes just like you'd normally do: Whether in a meeting, in a lecture theatre, in the field, on the train... Your little helper – the STAEDTLER digital pen – comes complete with a external receiver for capturing all your notes. This enables you to save your reports for uploading to your computer or notebook later without any additional loss of time. You can then edit them before sending them off by e-mail. The possibilities offered by the STAEDTLER digital pen are inspiring and practically infinite!