



14 September 2007

Wacom presents growth vision for the future

New approach reaches broader audience and goes beyond pen technology.

Wacom today announces its new brand concept for the next stage in its growth, building on the vision which has inspired it to create tools that have put high technology into the hands of the world's most creative people in the simplest and most natural way. This new direction clearly sets out the company's ambition for continued growth beyond the pen technology it has become famous for. It sets the way ahead for further innovations for anyone who uses interface technology. The announcement of the growth vision has been accompanied by a transformation of the company's corporate identity and the introduction of a new consumer brand.

Over the last 25 years, the advanced technology of Wacom's intuitive input devices has been used to create some of the most exciting digital art, films, special effects, fashion and designs around the world. To facilitate the next stage in its growth, Wacom will continue to provide creative professionals with the best digital tools and interface technologies on the market, but will also address the consumer market, recognizing that many business and home users are now looking for ways to stand out and express their personality using the latest technology.

Extending the company's vision beyond the original devotees of creative professionals will initially take place through its suite of new pen tablets for navigating, drawing, painting, writing and retouching photographs on a computer, launched under the consumer brand 'Bamboo'. The Bamboo brand communication talks a lot less about the technologies being used and concentrates on encouraging people to 'make their mark' both in terms of creating something visually distinctive and through the impression they make on the people around them. Additionally, a range of new technologies for both creative professionals as well as wider general consumer users will be introduced in the near future.



Press Release

14 September 2007

Masahiko Yamada, President and CEO, Wacom Co., Ltd., says: “These are exciting times for Wacom and we have set our ambition for the company to advance dramatically over the next few years, building on our expertise and experience within the creative sector to offer innovative products not only for designers, but also for consumers at home and business.”

“We have developed the concept – ‘Open up. Sense more.’ to act as the focal point for our brand for the next phase in our growth”, explains Shigeki Komiyama, Executive Officer of Global Sales and Marketing. “This inspires a new way of expressing our vision of bringing people and technology closer together, reflecting the company’s mindset of being open to new ideas, solutions and ways of doing things - this is where our innovations have come from. The idea recognizes that people can experience life in a richer, more vibrant and dynamic way and challenges people to explore the future with all of their senses.”

-end-

About Wacom

Wacom Company Ltd., (Tokyo Stock Exchange 6727), is a global company based in Japan with subsidiaries in the United States (Wacom Technology Corporation), Germany (Wacom Europe GmbH), China (Wacom China Corporation), Korea (Wacom Digital Solutions), Australia (Wacom Australia Pty, Ltd) and Singapore (Wacom Singapore Pte. Ltd.). In addition to these subsidiaries, Wacom has affiliate offices around the world to support marketing and distribution in over 150 countries. Founded in 1983, Wacom’s vision to bring people and technology closer together through natural interface technologies has made it the world’s leading manufacturer of pen tablets, interactive pen displays, and digital interface solutions. The advanced technology of Wacom’s intuitive input devices has been used to create some of the most exciting digital art, films, special effects, fashion and designs around the world and provides business and home users with their leading interface technology to express their personality. Millions of customers are using its cordless, battery-free, pressure-sensitive pen technology.

Wacom’s patented digital interface technology, called Penabled®, is also offered as an integrated solution to strategic partners. Most Tablet PC manufacturers count on the advanced features and reliability of Penabled technology to deliver a superior pen experience. Penabled technology is also playing an essential role in the development of leading-edge mobile devices.

For further information please contact local subsidiaries (www.wacom-asia.com/contact), or Glenn Tsunekawa, Marketing Manager for Asia Pacific at apress@wacom.co.jp