

Wacom's Cintiq 12WX receives the red dot Award, Macworld Award

International design accolades for Wacom's first hybrid interactive pen display

June 24, 2008 – Wacom, the leading manufacturer of pen tablets, interactive pen displays and intuitive interface devices, announces that the Cintiq 12WX has received the red dot distinction for high design quality in the product design category. Awarded by an expert jury at the Design Zentrum NRW, the world-renowned accolade was presented on June 23, 2008 at the Essen Opera House in Germany.

The red dot award builds on a series of recent accolades garnered by the Cintiq 12WX including the Europe-based **Technical Image Press Association's 2008 Award for Best Digital Accessory** on April 29th (award ceremony to be held at Photokina in September), and the **2008 Macworld UK Award for Creative Hardware Product of the Year** on June 12th.



reddot design award
winner 2008

Designed by Ziba – an internationally recognised consultancy based in Portland, Oregon, USA – the Cintiq 12WX reflects Wacom's philosophy of developing intuitive interface solutions that not only provide a natural and harmonious interaction with the computer, but also improve workflow and productivity. The Cintiq 12WX is Wacom's first hybrid product that truly offers the benefits of a traditional analogue solution – pen and paper – with all the workflow efficiencies of a digital product. It is the ideal tool for professional digital content creators who are constantly on the go.

With its high quality 12.1" screen, the Cintiq 12WX is optimised for direct, pen-on-screen activities using the ergonomically designed digital pen, such as drawing, painting, sketching, storyboarding, finishing, retouching and compositing. Working directly on the screen allows for perfect hand-eye coordination.

The Cintiq 12WX's sleek dimensions and highly portable weight of just 2000 grams make it an ergonomic product ideal for flexible integration into existing workplaces or for use on the move. Thin, light and tapered for ultimate comfort, it enables the user to work

in a similar way to using a traditional sketchpad – a similar and natural action. A non-reflective display coating and optimally textured housing add to the experience and users can even select from a range of pen nibs to achieve just the right feel and sound.



An integrated and adjustable stand provides a variety of positions – flat on a work surface, inclined with a stable and comfortable viewing angle or on the lap, where it can be easily held or rotated, whether the user is left or right handed.

Integrated into the design of the Cintiq 12WX are the ExpressKeys and Touch Strips, innovative features that significantly improve workflow and productivity. Both are located on each side of the display. With the pen in one hand, the user's other hand can rest over the ExpressKeys and Touch Strips - not having to constantly move the hand to the keyboard.

Omer Kotzer, Creative Director at Ziba Design, comments: "The Cintiq 12WX is a natural way for artists and designers to bring the experience of digital creation to the familiar analogue experience of the traditional pen and paper. Its concept makes it an ergonomic product ideal for flexible integration into existing workflows, while opening up opportunities for new creative scenarios."

About the red dot Design Award

en.red-dot.org

With over 3,203 entries from 51 countries, the red dot design award ranks among the largest design competitions worldwide. The competition is divided into three sections – product design, communication design and concept design – which are staged and



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adjudicated separately. The coveted trophy is the red dot, the international seal of quality for outstanding design.

About the Macworld Award

www.macworld.co.uk/awards/?mas=winners

The Macworld Awards is THE event in the UK Mac calendar, recognising the products and vendors that have made a significant contribution throughout the past year. The winners are chosen by Macworld readers and the Macworld editorial team, and the awards are considered a benchmark throughout the industry. Now in its 13th year, the prestigious awards ceremony is a hotly anticipated annual tradition. This year's event was held on Thursday 12th June at the prestigious IndigO2 at London's O2 Arena.

About the TIPA Award

www.tipa.com/awa_2008.lasso

TIPA Awards are recognised as the Most Coveted Photo & Imaging Awards in Europe. Many awards are presented each year all over the world in all sectors of commerce, industry, and the arts. Some awards are sold, others are bought. But we can assure you that only those products that really deserve them can win the TIPA awards. That's why they are so prestigious.

More information about the Cintiq 12WX can be found at www.wacom-asia.com/cintiq

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Information on the range of Wacom products and services in Asia Pacific (excluding Japan, China and Hong Kong) can be found at www.wacom-asia.com.

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 Korea Co., Ltd.), 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