

Wacom 2.0: The digital success story of a Japanese company in Europe

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Platforms & Applications, Wacom

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our vision

for a creative world™

A WORLD ALIVE
WITH CREATIVITY.





WE INSPIRE AND EQUIP PEOPLE
TO MAKE THE WORLD
A MORE CREATIVE PLACE.

Our Mission

wacom®

Who is Wacom ?

- Wacom is the global leader in pen based solution for creative industry.
- Wacom is the key supplier of digital pen and touch sensor components for a broad range of smartphones, tablets and other IT systems.

INTUOS®



CINTIQ®



wacom[®]

WA = HARMONY

**COMPUTER
COMMUNICATION**

**Building harmony between
people and computer**

1983

Ageo, Saitama, Japan



History

1980's

- 1983 Founded in Saitama, Japan
- 1984 First cordless pen tablet introduced
- 1988 Wacom Europe (Germany) established

1990's

- 1990 Walt Disney adopted pen for "Beauty & the Beast"
- 1991 Wacom Technology (U.S.) established

2000's

- Subsidiaries established in Asia Pacific
China (2000), Korea (2004), Australia (2005)
Singapore (2006), Taiwan (2008)

2003 Listed on JASDAQ, 2005 Listed on TSE Sec. 1

2010's

- 2010 Wacom India established
- 2011 Received TSE "Disclosure Award"
- 2011 Smartphone adoption of pen technology
- 2012 Received JIRA "Best IR Award for Small Cap."
- 2013 "Asia's 200 Best Under 1 billion USD" by Forbes
- 2016 Wacom Europe moved to Düsseldorf

Wacom Co., Ltd.

Head Office

2-510-1, Toyonodai, Kazo-shi,
Saitama, Japan

Date of Founding

July 12, 1983

Paid-in Capital

4.2 bn. JPY (as of March 31, 2017)

President & CEO

Masahiko Yamada

Revenue

71.3 bn. JPY (FY 03/2017)

Employees

1,262 (incl. temporary staff) (as of March 31, 2017)

Stock Market

Tokyo Stock Exchange 1st Section (6727)

Business Line

- Brand products (creative pen tablet, etc.)
- Technology solution (digital pen & touch sensor system, etc.)
- Others (CAD software)



Wacom: A Global company

10 Companies, 30+ Offices, 1.250 Employees

2017



Main Business Lines

Brand Business

Creative business

- Serves the passion of professional and consumer creativity
- Wacom Intuos Pro, Cintiq Pro, MobileStudio Pro, etc.

Consumer business

- Makes daily lives more creative and enjoyable
- Digital Stationery: Bamboo series

Business solution

- Serves society by providing innovative solutions
- STU (Signature Tablet), DT (Display Tablet) series, etc.

Technology Solution Business

- UI technology solutions for mobile systems
- EMR, Active ES components & modules (feel™)

Other Business Engineering solution ▪ CAD software: ECAD dio

Platform & application

- Provides Digital Ink and apps on Cloud platforms
: WILL, Inkspace, Bamboo Paper, sign pro PDF, etc.

Movie
Production



STAR
THE FORCE AWAKENS
WARS

The poster for Star Wars: The Force Awakens features a dramatic space battle. In the foreground, a large formation of Stormtroopers is visible. The Millennium Falcon is shown in the center, surrounded by other starships and laser fire. The background is a deep blue space with stars and a bright orange explosion on the left.



Amination



Video games



Industrial design



Technology Solution

Customers Projects



Tablets and note PC models on Windows OS

Lenovo



TOSHIBA



FUJITSU



HUAWEI



Wacom Feel IT Technologies



ANDROID



chrome

Smartphones and Tablets on Android OS



Galaxy Note series



chromebook



**MONT
BLANC**



Why did Wacom choose Düsseldorf?



Large creative network

Strong economic hub in Germany



Dynamic digital business sector

Attractive for employees and families



Ink is the most powerful creative tool to capture, shape and share our ideas.



WILL

A universal *Digital Ink Language* designed to work seamlessly across operating systems, devices and cloud ecosystems.

WILL - Video

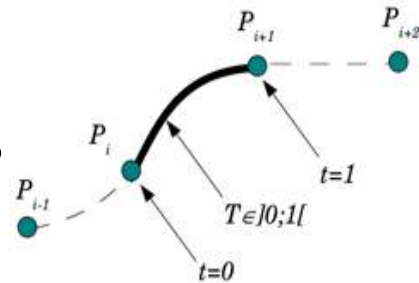
WILL

What is it?

Universal Formats for managing digital ink

to describe, store and exchange

- across platforms
- across applications
- meta data



Rich Toolkits for realizing digital ink

SDKs, APIs, applications,...

- for any ink application
- for any ink input
- for any use case



Connected Ink Ecosystem Building Blocks

INKATHON

 MARKETPLACE

WILL



INNOVATION
HUB



Connected Ink

INKATHON

To build the developer community for digital ink using WILL™

- 3 months Global On-line challenge
- 6 On-site Inkathon events
- 45 regional events in partnership with Angelhack (in total: 10,000+ registered developers and 5,000+ participants)
- 2,000 WILL license downloads
- 600+ participants
- 7 finalists
- 3 winners

Winners 2015 and 2016:

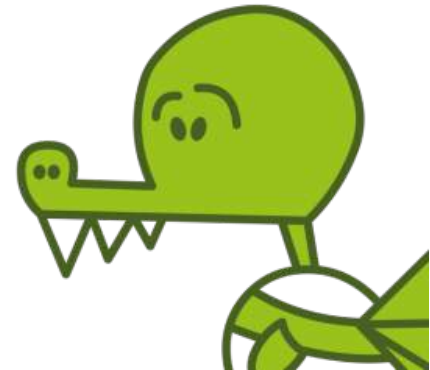
INK ANALYZER



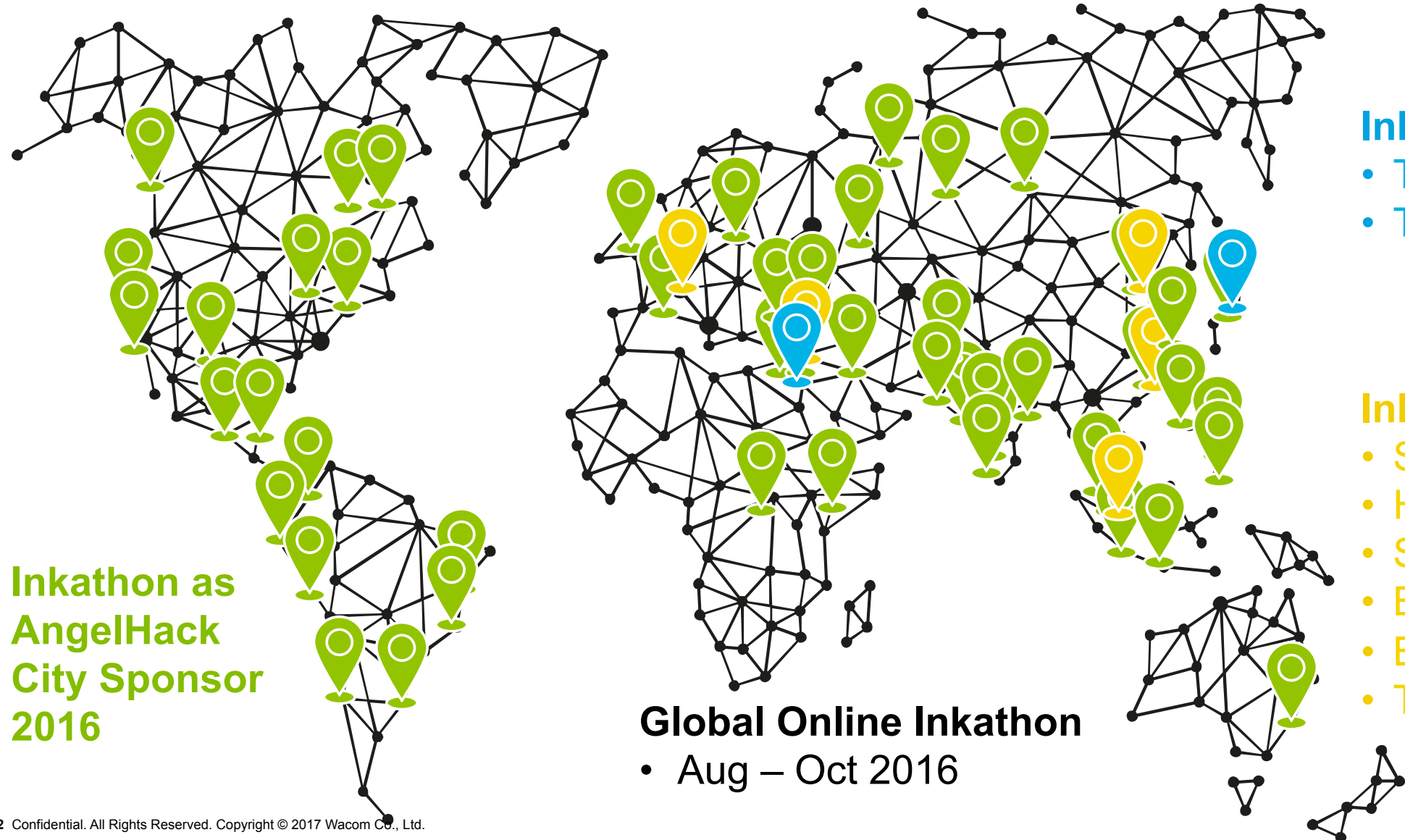
LearnCube



CHEATSHEET



Inkathon 2016/2017/2018 – rolling around the globe



**Inkathon as
AngelHack
City Sponsor
2016**

Global Online Inkathon
• Aug – Oct 2016

Inkathon 2017/2018
• Tel Aviv, Israel: Nov 2017
• Tokyo, Japan: Feb 2018

Inkathon On-site events 2016
• Singapore: May 14-15
• Hong Kong: May 21-22
• Sofia, Bulgaria: Jun 11-12
• Berlin, Germany: Jun 18-19
• Beijing, China: Jun 25-26
• Tel Aviv, Israel: Jul 18-19

- Dedicated Mentorship
- Free usage of WILL™ and developer support
- Design partner for proof of concept
- Access to global network



INNOVATION
HUB





INNOVATION HUB

Opening May 11, 2017 in Tel Aviv



Online Marketplace
for creative and digital
ink software where
ISV's and developer
can sell their apps



MARKETPLACE

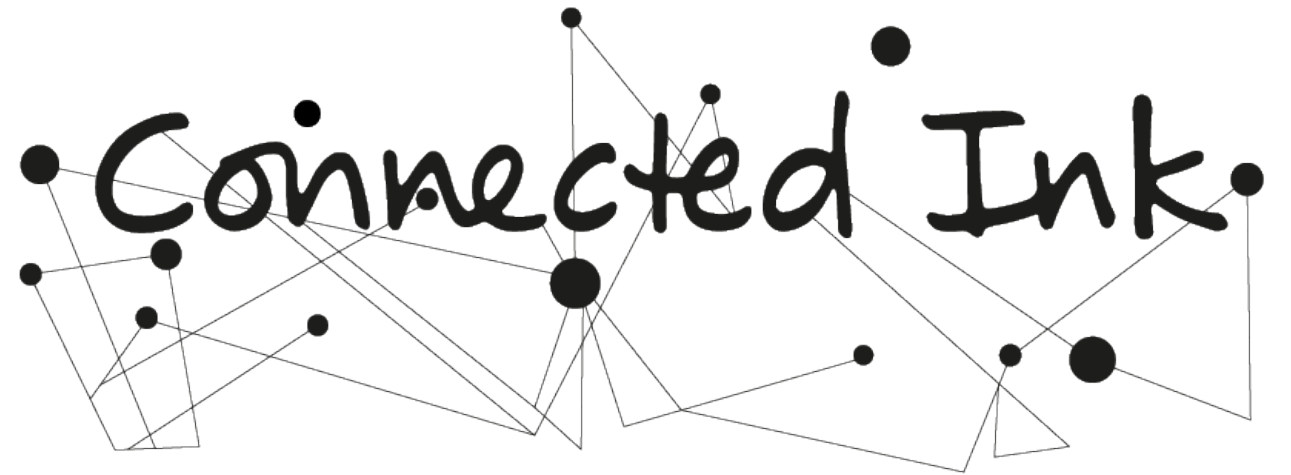
Our partners on Marketplace:



MARKETPLACE



Global series of industry events. Selected developers can meet industry heavyweights like Samsung, Lenovo, Microsoft

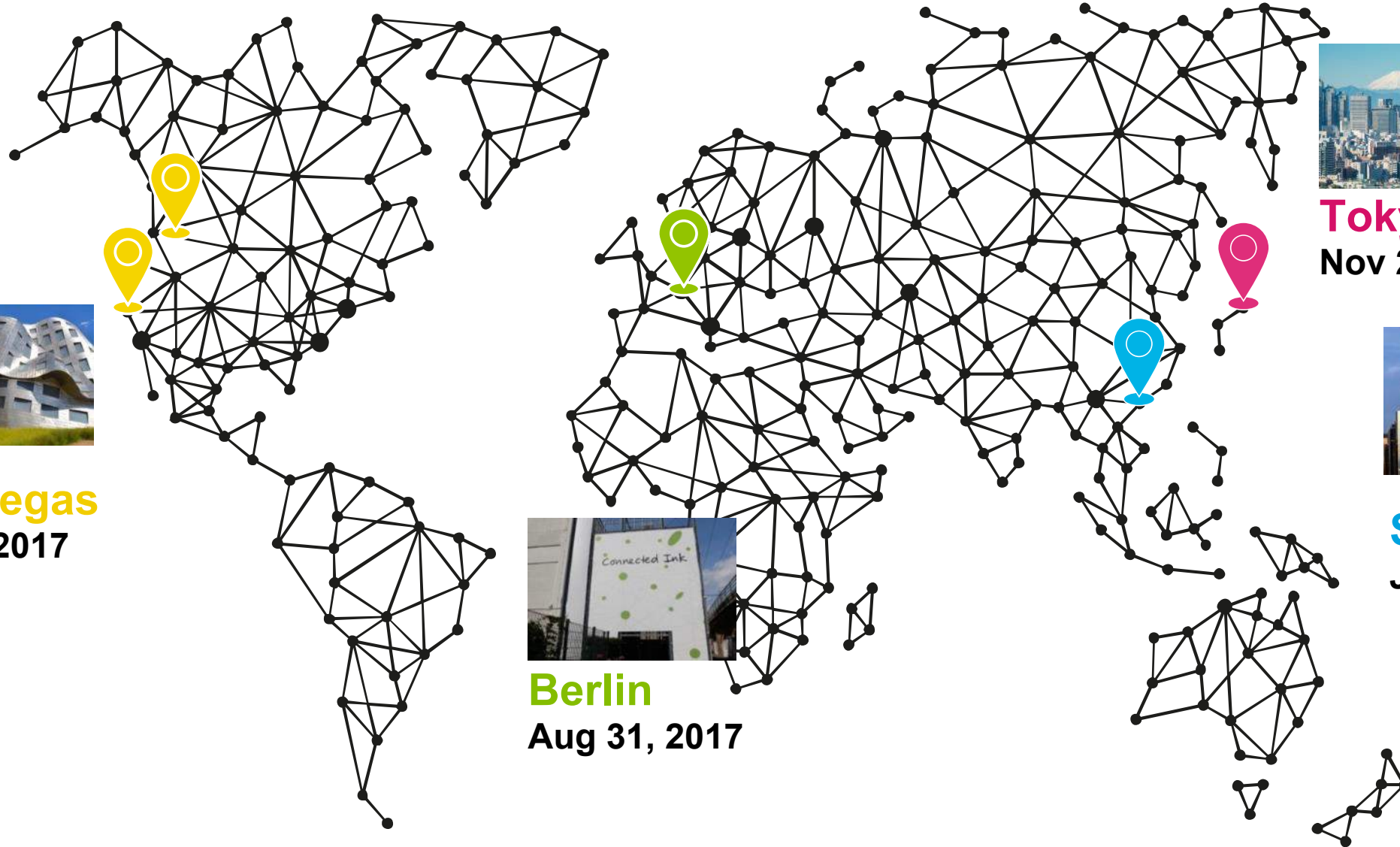


Connected Ink 2017/2018

Portland
Jan 18, 2018



Las Vegas
Jan 6, 2017



Tokyo
Nov 2, 2017



Shanghai
June 7, 2017



Berlin
Aug 31, 2017



Digital Stationery Consortium



digital stationery
consortium

- Non-profit organization founded in October 2016.
- For promoting WILL™ based digital ink framework beyond OS and ecosystem boundaries and develop a new digital stationery market

www.digitalstationeryconsortium.org



Digital Stationery Consortium



Work group
Customer Use cases



Work group
Technology

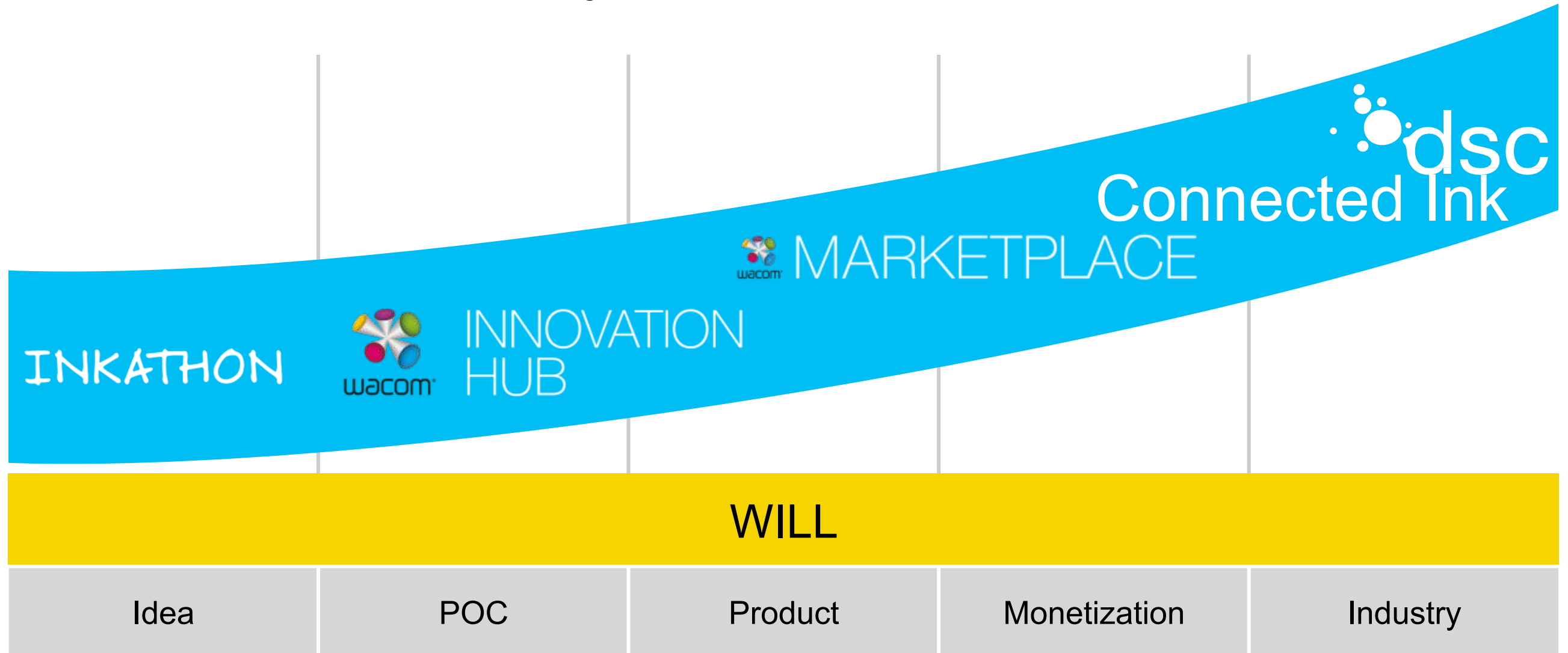


Work group
Developer Engagement

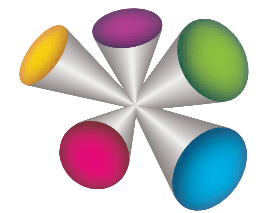


Overview programs and initiatives

Connected Ink Ecosystem



thank you!



wacom®