



Wacom Intuos4 Is Here

Next generation professional pen tablet delivers new proprietary pen technology and an elegant, ergonomic design loaded with new features

Vancouver, WA – Mar. 25, 2009 – Wacom® today unveils the long anticipated Intuos®4, a revolutionary new professional pen tablet that delivers new features and unparalleled performance to photographers, designers and artists seeking optimal control and improved productivity. Inspired by members of Wacom's professional community, the next generation Intuos is anchored by the Intuos4's amazing new pen performance, capable of capturing the slightest nuance of pen pressure against the tablet surface, as well as offering 2048 levels of pressure sensitivity. Other innovative product enhancements include a refined and intelligent industrial design that provides real advancements in looks, comfort and control. Specific workflow and productivity tools to savor include the customizable shortcut and modifier keys with accompanying OLED (Organic Light Emitting Diodes) displays, which allow users to see, via the displays, what the keys are currently set to.

All New Pen Performance

The Intuos4 Grip Pen features Wacom's new proprietary Tip Sensor technology, offering users near-zero (one gram) starting pressure for the most sensitive Intuos pen tablet performance to date. "Now, pressure-sensitive support can start with an incredibly light touch, emulating the same feel, response and result derived from working with traditional creative tools such as brushes, markers and pens," said Don Varga, Senior Product Manager for Wacom Technology Corp. Additionally, the Intuos4 pen delivers 2048 levels of pressure, doubling the resolution of the pen's pressure curve to further enhance feedback and expand the creative effects within software applications that support pressure sensitivity. "Delivering a consistently responsive and fruitful pen tablet experience starts with the pen and the Intuos4 Grip Pen provides a broader range of input options that will delight even the most discriminating professional," continues Varga. "In addition, our latest pen technology should encourage Wacom's software partners to continue to expand pen-related features and functionality." The Intuos4 Grip Pen also features a pressure-sensitive eraser and two customizable side switches that can be customized for commands such as double-click and right-click. For those looking for a pen with a thicker barrel, a wide-body Intuos4 replacement grip is being made available as an optional accessory.



Breakthrough Design Improves Workflow, Boosts Productivity

With its ergonomic design, the ultra-slim Intuos4 pen tablet is the ideal creative instrument for working with digital content in comfort. Available in four sizes, small, medium, large and extra large, all wide format, the Intuos4's new asymmetrical design puts all of the customizable ExpressKeys™ and Touch Ring on one side of the tablet, making them all available to the users' non-dominant hand. The application-specific ExpressKeys are instrumental in helping improve workflow and boost productivity by placing commonly used commands right at the fingertips. The close proximity of these tools to the actual work area is efficient and comfortable and helps save valuable time by minimizing dependence on the keyboard without taking focus away from the pen hand. New to the Intuos4 are illuminated (OLED) displays (not featured on the Intuos4 small) that provide a helpful reminder as to the current function of each ExpressKey. With past Intuos versions, users had to rely on their memory to recall the position of their specific settings. As these settings can be application specific, the displays will update immediately as the user changes between applications. To switch the tablet from right-handed to left-handed use, simply rotate the tablet 180 degrees and change the orientation of the illuminated icons within the Wacom Tablet driver software.

"Wacom's new Intuos4 provides Adobe® Photoshop® CS4 and our latest Creative Suite products with an approachable interface, enhanced pen performance, elegant design and new non-dominant hand features," said Julieanne Kost, Senior Digital Imaging Evangelist for Adobe. "For me, the Wacom pen tablet has always been particularly beneficial when working on photo compositing projects within Photoshop and it did not take long to discover the vast improvements in workflow this new pen tablet delivers. By combining the super-accurate pen with OLED-displayed keyboard shortcuts, I am able to navigate and complete Photoshop work sessions quickly and efficiently."

Also new to the Intuos4 is the introduction of a user-defined Touch Ring capable of controlling up to four different functions in any application. A button located in the center of the ring "toggles" the ring between functions such as zoom, scroll, brush size adjustment, canvas rotation and layer selection. The position of the illuminated LED located along the perimeter of the Touch Ring indicates the current function. "The Intuos4 design carries form and function to new heights," said Varga. "Never before has a Wacom pen tablet so elegantly provided such tangible workflow and productivity enhancements."



More Intuos4 Innovations

A new weighted pen stand not only provides a convenient pen holder, but also functions as a handy twist-off storage compartment for pen nibs and handy nib removal tool. Standard, felt, stroke and flex nibs ship with the Intuos4, allowing users to simulate the feel of working with a variety of traditional art and design materials. If users have a task for which they prefer a mouse, the Intuos4 includes the most advanced, cordless, battery-free mouse that Wacom has ever developed. A technology upgrade in the mouse allows the cursor to move based on both the direction and orientation of the mouse, delivering smooth and accurate tracking across the tablet surface. Each of the five buttons and the scroll wheel can be customized by the user.

Valuable Software

Purchase of an Intuos4 entitles professionals to pick and choose valuable software titles based on individual needs. Wacom has instituted a new online download system, available in the Americas only, whereby Intuos4 owners will be able to make a pre-defined number of selections from the following valuable creative software applications: Wacom Brushes 3.0, Nik® Color Efex Pro™ WE6, Adobe® Photoshop® Elements 7 for the PC (Adobe® Photoshop® Elements 6 for the Mac), Autodesk® SketchBook® Express 2010, and Corel® Painter™ Sketch Pad. In addition, Intuos4 users will appreciate the significant upgrades to Wacom's powerful, user-friendly driver software, including the introduction of radial menus for quick "penpoint" access to additional customized shortcuts.

"Wacom totally nailed it with the Intuos4 and it has already changed the way I work in Adobe Photoshop," said Scott Kelby, President of the National Association of Photoshop Professionals. "From the design of the tablet and the way it responds, to the brilliant way Wacom has incorporated OLED displays to show which shortcut or modifier tasks are assigned to what ExpressKey on the tablet surface, you instantly know that this is a tool designed for creatives. This will be the tablet that made everyone who has ever wondered if they should be using a tablet finally get on board. It's that good!"

Noteworthy Accessories

In order to provide the best pen tablet experience possible, Wacom has created a line of accessories that includes several types of pens. For example, the Art Pen supports the barrel rotation feature within such applications as Adobe Photoshop®, Illustrator®



and Corel® Painter® 11, allowing users to create natural brush effects by rotating the pen, much like a calligraphy pen. The Art Pen is newly designed and features a round barrel with two nib options, standard and chisel-tip. Another pen, the Intuos4 Airbrush, offers users a digital airbrush that has a similar form and wheel based control as a traditional airbrush. It provides creative, fun effects when combined with select applications. Intuos4 accessories, available soon, are conveniently located at the www.wacomdirect.com Internet site.

“By listening to our customers we are able to deliver today a revolutionary pen tablet packed with new technologies and features that exemplifies Wacom’s commitment to the professional creative community,” said Joe Deal, President of Wacom Technology Corp. “The Intuos4 is a sophisticated pen tablet that artfully addresses their needs with exciting new pen performance and thoughtful detailing.”

The Intuos4, available today, comes in four sizes to meet varying workflow and workspace requirements – small (\$229 SRP), medium (\$369 SRP), large (\$499 SRP) and extra large (\$789 SRP).

About Wacom

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, fashions and designs around the world and provides business and home users with the ability to explore digital content creation in a comfortable, natural way. Today, millions of customers use Wacom’s cordless, battery-free, pressure-sensitive pen technology to express their creativity.

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