



the Slate 2

PRESS KIT
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INTRODUCTION

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THE SLATE, A DRAWING PAD THAT REVOLUTIONIZES YOUR DIGITAL ART

Everything starts with an idea, a wish, or an outline. A creative gush that's both honest and audacious. What is it about a pencil and a piece of paper that is so powerful? The authenticity and natural feel of the lead gliding across the paper. But today the power of digital offers artists new possibilities. In creating the Slate, iskn wanted to combine the unique and irreplaceable experience of drawing on paper with the limitless possibilities of digital. You draw with your own pencils on real paper, and your drawings instantly come alive on the screen.

iskn's challenge ?

Marrying the physical world with the digital world for a unique experience.

*Everything changes, but you don't have to.
Draw like you always have.*

JUST THREE SIMPLE OBJECTS GIVE YOU A UNIQUE EXPERIENCE:



Your favorite tool – Take your favorite pencil, slip the magnetic ring over it, and your pencil is ready to use with the Slate.



A sheet of paper – Use any sheet of paper—kraft or even drawing paper—and place it on the Slate. You can even use a sketchpad on the Slate.

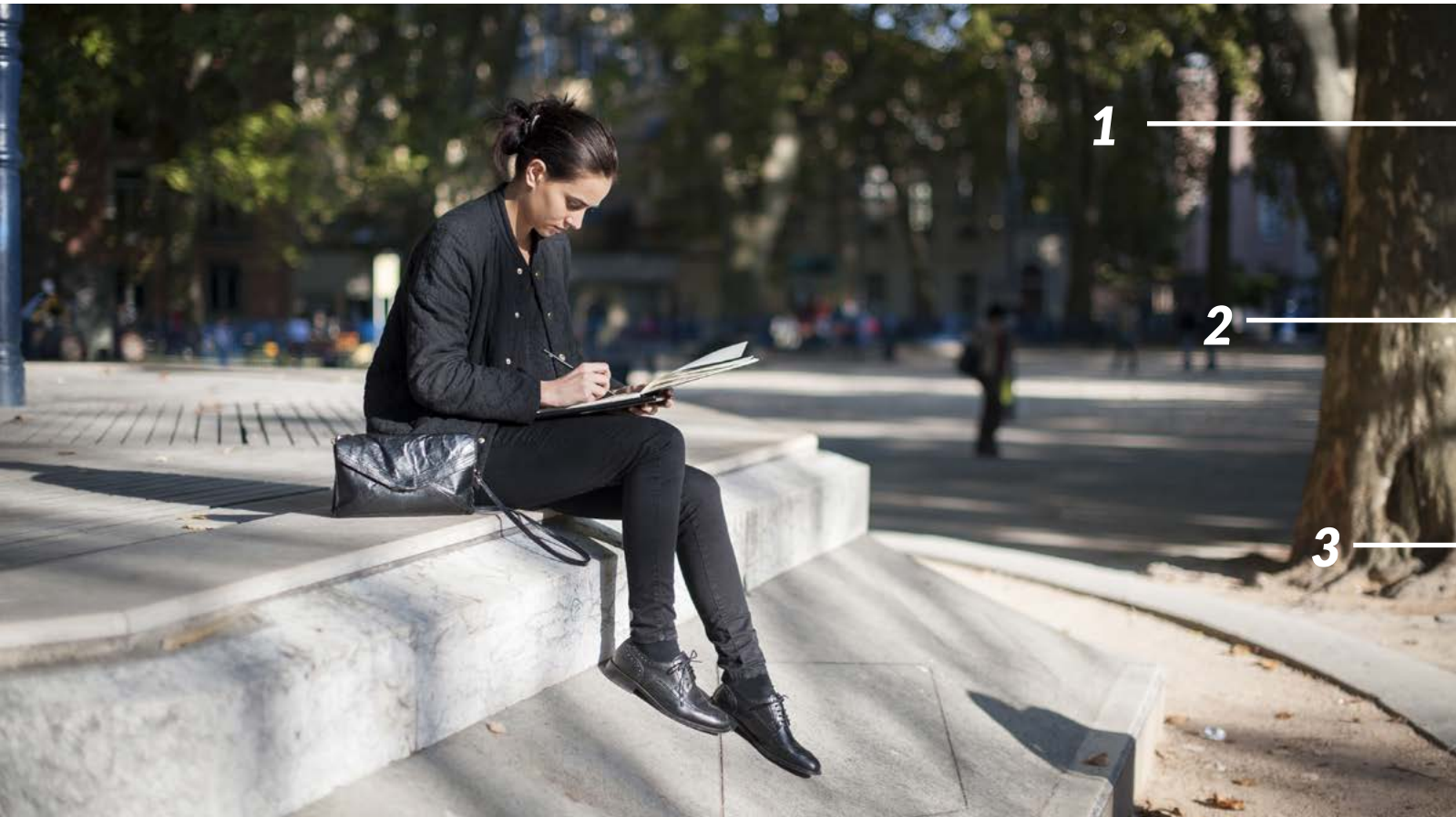


The Slate – With your ring-equipped pencil, draw on your sheet like you've always done. Your drawings are instantly saved and reproduced on your screen.

THE PERFECT COMPANION FOR PAPER-AND-PENCIL LOVERS

The Slate is designed for all creative types—illustrators, designers, doodlers, paper-and-pencil lovers—who want to retain the natural, unparalleled feeling of a regular pen gliding across a sheet of paper all while enjoying the limitless possibilities of digital. With the Ring around your pencil, your sketches are instantly reproduced on the screen of your tablet or computer.

FREE YOUR IDEAS, WHEREVER AND WHENEVER YOU WANT



1

MOBILE

The Slate is light and compact:

- Drawing surface: A5 format
- Perfect for using on the go

2

STANDALONE

In Screenless Mode, your drawings are saved directly to the Slate's internal memory:

- 8 continuous hours of battery life
- 8 GB memory (more than 800,000 sheets)

3

INSTANTANEOUS

Your drawings are instantly reproduced on the screen:

- Bluetooth (iPad/iPhone)
- USB (Mac and PC)

A WORD FROM THE CEO

iskn

Sorry, we are working on something
that will completely blow your mind
away. Please come back soon!



*Our ambition is to reinstate the emotion of
authentic objects into the digital world, for a
continuously richer experience.*

Jean-Luc Vallejo, iskn CEO



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THE ISKN STORY

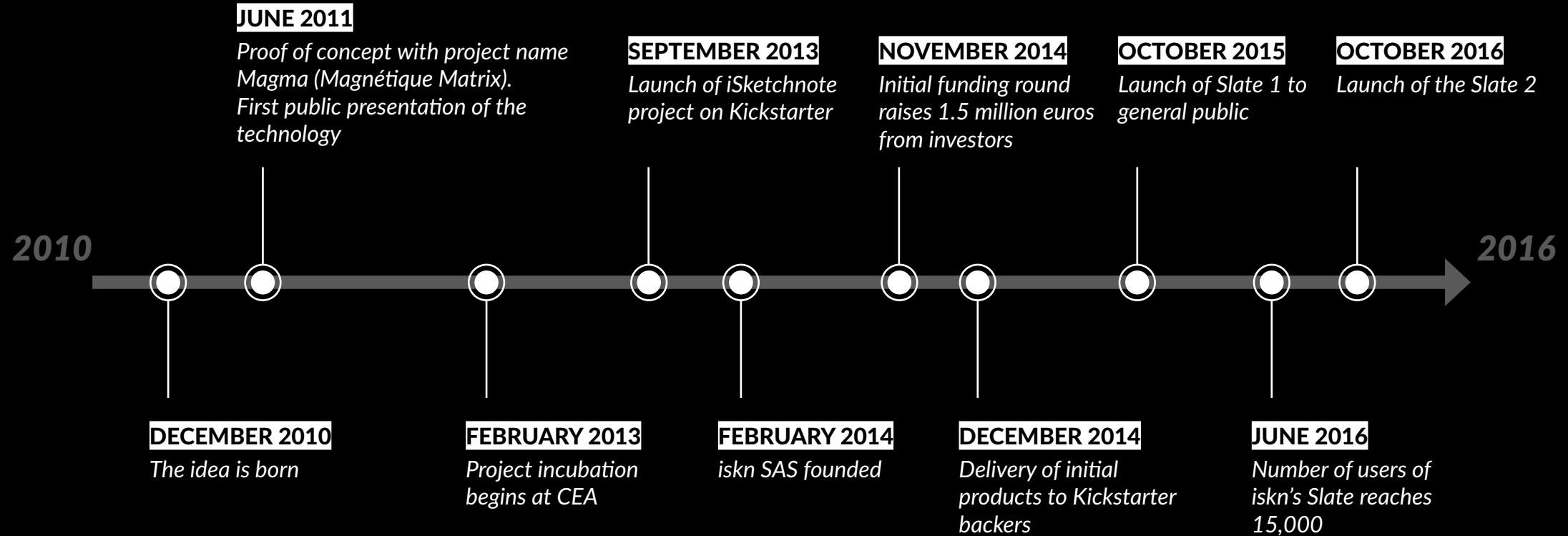
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THE STORY



THE BEGINNING

The story begins on a winter's morning in 2010. It was snowing outside as Tristan Hautson, Jean-Luc Vallejo, and Timothée Jobert met in the basement of a new building at the prestigious CEA-Leti,¹ home to an open innovation laboratory. Absent the location, it would have been an unlikely meeting given their respective backgrounds: Tristan was a young engineer specializing in embedded systems. Jean-Luc, after a noteworthy stint at a soccer training center, pivoted to business strategy, becoming the head of a microelectronics platform. Timothée, leaving his PhD in history behind him, was trying to design the user experiences of tomorrow within the UX and Creativity group.

The three future founders soon began meeting to discuss and bat ideas around. Their favorite topic? New ways of experiencing digital. They wanted to make digital less cold and disembodied by synching it with our natural tendency as humans to explore and act on the world through a variety of objects. The discussions were lively and enthusiastic. Thus was born the idea for a magnetic ring that could be tracked by a matrix of magnetometers. The solution was developed by a team led by Tristan Hautson using a user-centered approach for two markets: writing and tangible, 3-D interaction.

¹ The CEA has been ranked by Reuters as the most innovative public research organization in the world.



THE SUCCESS OF ITS CROWDFUNDING CAMPAIGN

CEA-Leti's 70 years of expertise in magnetometry were invaluable to the three future founders, who soon had something so promising that they decided to gauge its market potential: a device that could digitize lines drawn on paper would be a disruptive innovation, indeed. Using the crowdfunding platform Kickstarter (and with Clément Rosset now on board), they decided to introduce a smart protective case for the iPad that could digitize writing in real time.

Launched on September 10, 2013, the iSketchnote project was hugely successful, raising almost 350,000 euros in 30 days—ten times the initial goal. The campaign was backed by more than 2,500 supporters from 58 countries throughout the world and received more than 300 mentions in the media.



THE SUPPORT OF EAGER, BIG-NAME INVESTORS

Bolstered by their shared vision, the three founders decided to combine their complementary skills, founding iskn on February 14, 2014. In the months that followed, they raised \$2 million from big-name investors who were keen to back the product: Pascal Cagni, General Manager and Vice-President of Apple Europe from 2000 to 2012; Xavier Niel (Kima Ventures); CEA Investissement; and, leading the round, Partech Ventures.



FRENCH-MADE, ONE OF A KIND

Based in Grenoble, iskn quickly added a branch in the United States to reach its adoptive market.

The company continues to consolidate its unique expertise to increase its technological lead.

To do this, it relies on a team of specialists in embedded systems and on the laboratory that it shares with CEA-Leti. A portfolio of about 20 patent families (to date) embodies the company's singular expertise.

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**THE SLATE 2 IS THE PERFECT COMPANION
FOR ALL OF YOUR CREATIVE MOMENTS.**

*Our first model is making way
for a version with a new look and
better performance - the Slate 2.*

*The Slate - with a design inspired
by its analog predecessor,
the student's drawing pad -
embodies the desire to marry
traditional drawing on paper
with the digital world.*

More accurate and featuring a completely new design, the Slate 2 is simple and intuitive to use.

Conceived to be ultra-mobile, this drawing pad easily follows its owner everywhere, at any time. Light and compact, weighing just over 13 ounces (380 g) and with a thickness of just over 1/4" (0.7 cm), you'll easily be able to find a spot for it in your bag.

Enjoy total freedom with Screenless Mode :

Featuring a «screenless» mode, your Slate can operate as a completely standalone device thanks to its long battery life (8 hours of continuous use) and its 8 GB of internal memory (more than 800,000 sheets). Capture your ideas—wherever, whenever—and transfer your creations once you get home.



WHERE TO FIND THE SLATE

Slate 2 available for

ON ISKN'S WEBSITE

www.iskn.co/slate-2/

€169, \$169, £169 :

- 1 Slate 2
- 1 black pen
- 1 drawing pencil equipped with a universal Ring
- 2 Clips
- 1 sketchpad
- 1 USB cable

During the entire pre-order period in September, iskn is offering a felt case for carrying and protecting the Slate everywhere you go - and delivery is free!

Iskn is currently in talks with various European distributors to offer the Slate in stores that specialize in electronics and hobbies/crafts.



THE PEN

Inspired by the famous Conté® crayons, our Pens—equipped with a magnetic ring—have been designed for everyday use and maximum comfort.

They're the perfect combination of ergonomics and digital capabilities for the most demanding artists. The Pens use only high-quality ink refills.



19,90€ - 19,90\$ - 18,90 £

THE RING

Slate users can use their own pens and pencils. iskn has conceived a ring that is compatible with a wide range of tools. Thanks to the Ring, you can now associate the natural use of pencil with the power of digital. Two adapters have been developed to make sure all users can use the ring with their favorite tools and elaborate unique creations that stay true to their respective styles.



19,90€ - 19,90\$ - 18,90 £



THE TIP

*Turn your drawing pad into
a graphic tablet with the Tip.*

The Tip is iskn's stylus, specially designed for anyone who wants to turn the Slate into a graphic tablet and/or use Imagink to color their drawings without altering their paper version.

Inspired by the iskn Pen, its replaceable nib and ergonomic design give the user the same authentic feel of a pencil gliding over a sheet of paper.

Quick tip: With Imagink, you can use the Tip for erasing, too!



14,90€ - 14,90\$ - 13,90 £

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**AN APPLICATION WHERE
CREATIVITY IS LIMITLESS**



Imagink offers a range of tools that lets users best convey the expressiveness of their drawings while resembling the feeling of the subject matter and retaining the emotion of hand-drawn lines. Six tools (pen, drawing pencil, marker, chisel-tipped marker, airbrush, paintbrush, and erasers) with realistic textures keep the digital rendering perfectly faithful to the initial creation.



The application allows the user to import images and manage project layers for accurate work, without any barriers to creativity.



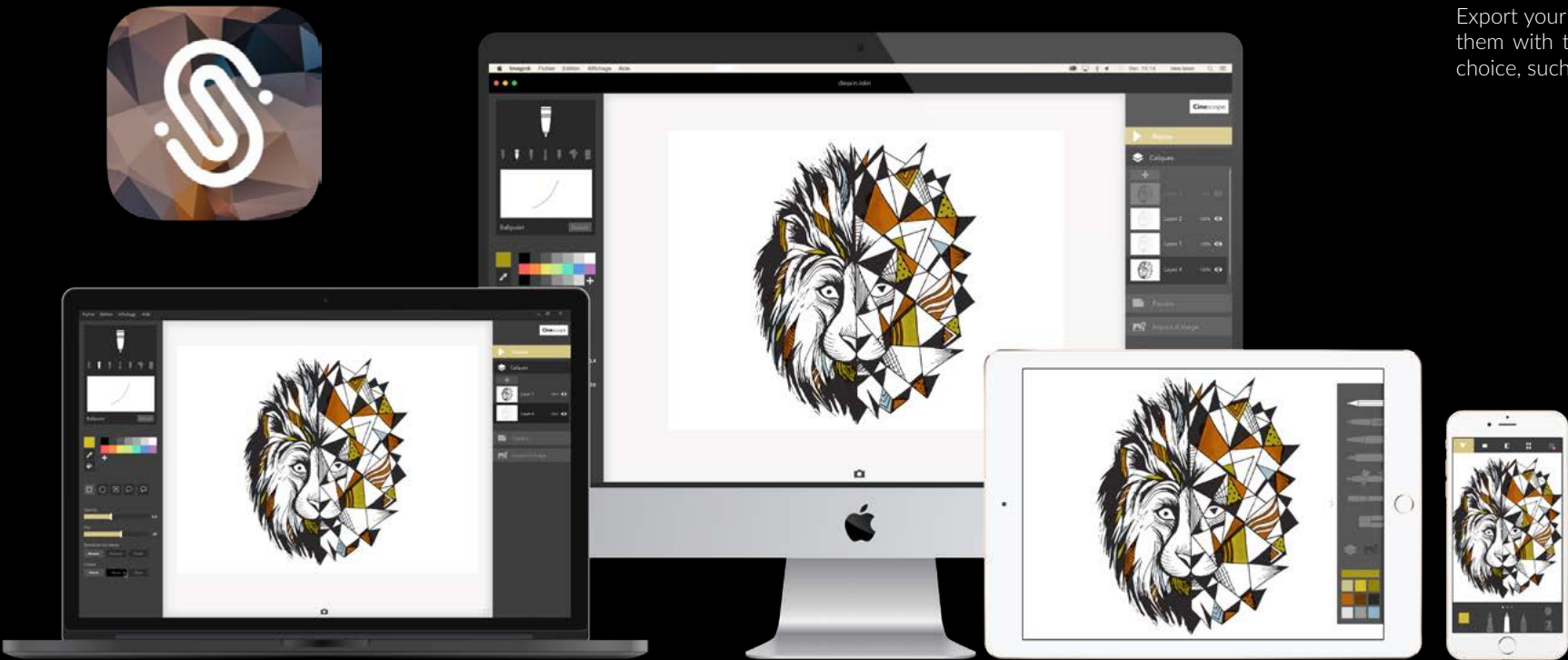
Export and share your creation in the format of your choice (image, vector, or video).



Export your drawings and notes to use them with the Cloud services of your choice, such as Dropbox® or iCloud®.



The Replay function is still part of Imagink. It allows users to replay the entire composition of their drawings.



*Imagink is compatible with iPad, iPhone, Mac, PC.
A new app for Android devices is coming soon!*

USE THE SLATE WITH YOUR OWN DRAWING SOFTWARE

To allow users to handle their entire creative process, from paper to all-digital, the Slate will soon be compatible with all drawing software.

Examples : Photoshop, Illustrator, MyPaint, CorelDRAW, etc.



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THE ISKN START-UP

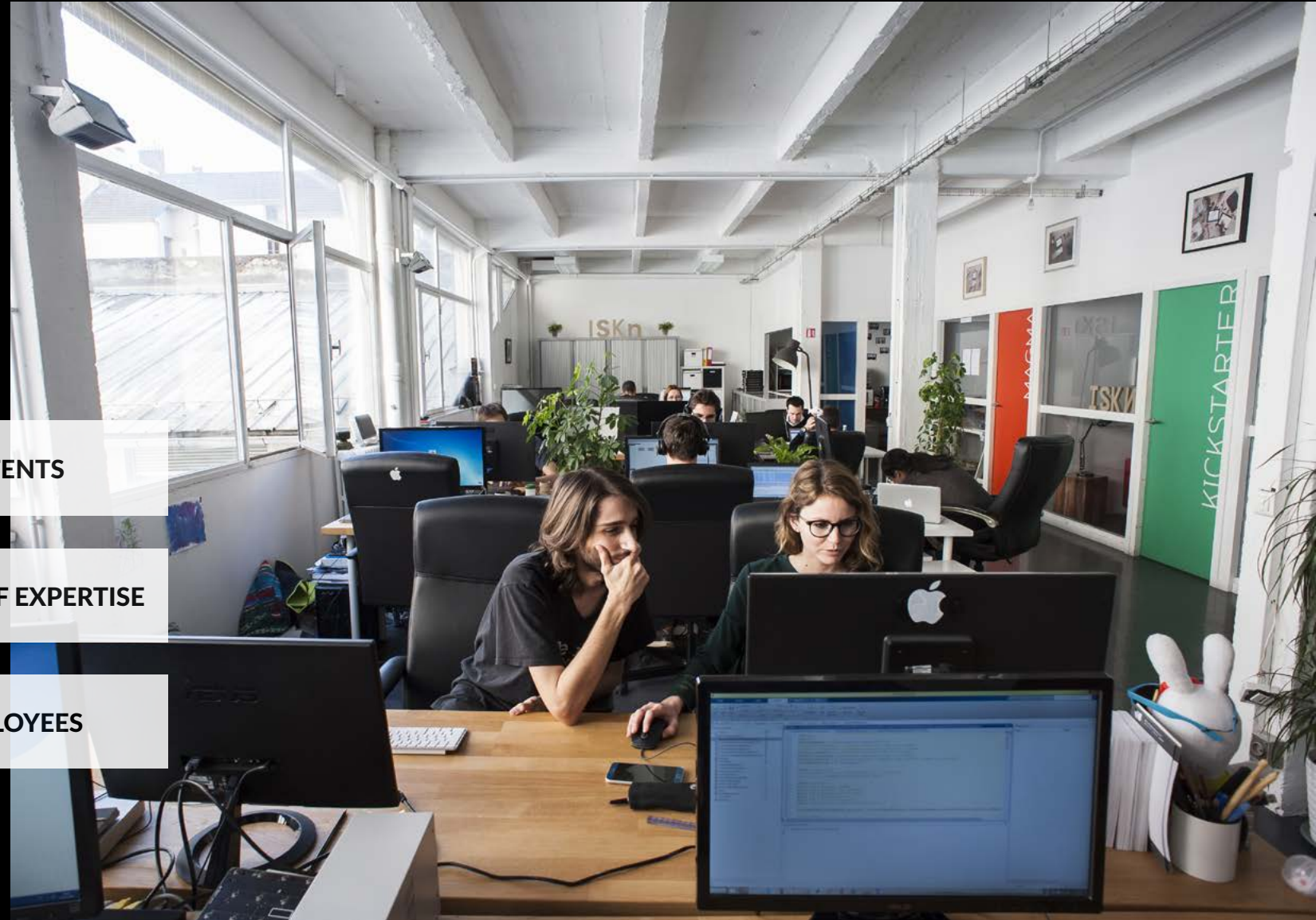
Iskn was founded in February 2014 by a multi-disciplinary team specialized in electronics engineering and user experience. Iskn's mission is to enrich and facilitate interaction with the digital world. The company develops and sells the Slate, an innovative drawing surface. This one-of-a-kind device can be used with any type of paper and a wide variety of drawing and writing tools. Made in France, the Slate draws on the excellence of French industry.

Iskn's disruptive technology is the result of 20 patents and more than 70 years of research and expertise in magnetism at the [French] Alternative Energies and Atomic Energy Commission (CEA). The patented technology will integrate with multiple applications across many devices.

20 PATENTS

70+ YEARS OF EXPERTISE

22 EMPLOYEES



*The company is based
in Grenoble, France.*

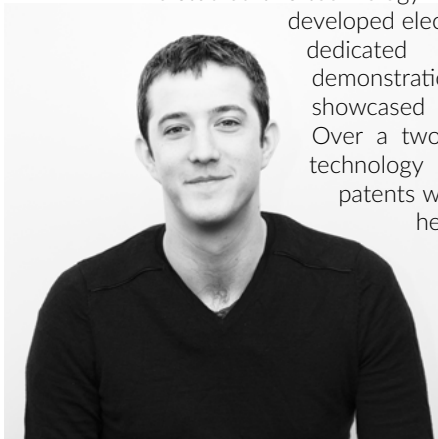
THE 3 CO-FOUNDERS

TRISTAN HAUTSON

Director of Research and Development

After earning a degree in electronics and embedded systems from the engineering school ENSEIRB-MATMECA in 2010, Tristan Hautson began working for CEA-Leti on an internal resourcing project. The goal of the project was to use a triaxial magnetometer network to track a permanent magnet in 3-D.

He studied this technology for 18 months and developed electronic prototypes, dedicated algorithms, and demonstration models that showcased new possibilities. Over a two-year period, the technology matured and 11 patents were filed. In 2014, he left his position at CEA and became the Director of Research and Development at the startup iskn to promote this technology.

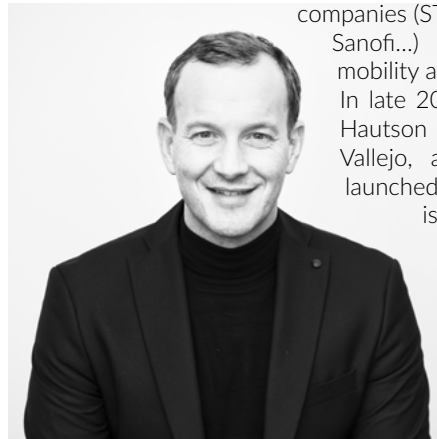


TIMOTHÉE JOBERT

Managing Director and Director of User Experience

With a PhD in contemporary history, Timothée Jobert went on to specialize in technology design as it relates to UX, working at Minatec Ideas Lab from 2006 to 2007. He then joined a start-up specializing in motion capture (Movea) and led a project on gaming. In 2010, he began working for a technological innovation laboratory at CEA Grenoble. There he developed a business focused on interaction design and user experience. He led several projects with major companies (ST Ericsson, Oxylane, Sanofi...) in areas such as mobility and smart homes.

In late 2010, he met Tristan Hautson and Jean-Luc Vallejo, and together they launched a new project, iskn technologie. In 2014, he left his position at CEA and became Managing Director and Director of User Experience at iskn.



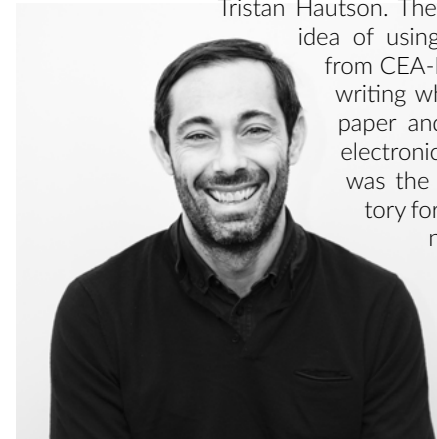
JEAN-LUC VALLEJO

CEO

In 2008, Jean-Luc finished his training and earned a Master's degree in innovation management. In 2010, he met Timothée Jobert and

Tristan Hautson. They came up with the idea of using a new technology from CEA-Leti to digitize handwriting while using a sheet of paper and pens that had no electronics. At the time, he was the head of the laboratory for user-centered technological innovation.

In 2014, he left CEA-Leti to found iskn with his partners and became the CEO.



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