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DUBLIN, Ireland -- Former U2 Tower architect turned award-winning entrepreneur, David Craig launches Scriba, a new digital stylus. In both design and functionality, Scriba is a completely new type of stylus and features a number of new-to-market features, including: haptic feedback, a 'Squeeze-Motion' interface, 6 months of re-chargeable battery life, and a truly ergonomic design.

"Scriba is the embodiment of a design from first principles", says CEO and founder David Craig. "From the beginning we were aware that a digital tool no longer needed to hold lead or ink, and there was an opportunity to create a new type of stylus designed around the hand. Freed from these constraints, we worked with our ergonomics engineer to develop an intuitive interface, where the body of Scriba actually bends in response to a simple pinching action - we've called it Squeeze-Motion."

For designers and creatives, this allows functions like line-weight to be continuously and fluidly adjusted reducing distraction and enabling a more immersive digital design experience.

Scriba innovations and features:

- Squeeze-Motion Technology - In addition to seamless control over line thickness, Scriba's flexible body can also be programmed to pick-up and move virtual objects on-screen and access shortcuts for app functionality without the need for pop-up menus.
- Bluetooth Connectivity - Scriba features low power Bluetooth Smart technology enabling easy pairing with mobile devices including iOS, Android and this will shortly expanded to include Windows on the Surface Pro as well.
- Ergonomic Design - Designed in consultation with Athlone Institute of Technology, Scriba features medical-grade materials, selected for durability and comfort.
- Scriba is the first stylus to feature haptic feedback, letting users feel the interface, with a gentle vibration in response to their on screen actions.
- Battery Long Life - Activated with a simple squeeze, Scriba boasts over 200 hours of constant use and can be recharged with a standard micro-USB cable
- Made in Ireland - Scriba has been designed, engineered and is now being manufactured in Ireland

About Dublin Design Studio

Scriba is the brainchild of David Craig, an award-winning architect and founding director of BCDH Architects. Craig and the firm won the international competition for the design of the U2 Tower, however subsequently faced with the collapse of the construction market, Craig made the decision to follow a lifelong passion for technology and product design. Over the past two years, he has assembled a local team with world class expertise and has turned Dublin Design Studio into one of the '21 Startups to watch in 2016';

- **Bank of Ireland Startup Awards - Silver medal for "Tech Startup of the Year"**
- **Institute of Designers Special commendation for "Product Of The Year"**
- **Currently shortlisted for the Irish Times Innovation Awards**
- **Shortlisted for UK Design Week Awards**
- **Nominated for the German Design Awards 2017**

Contact:

Scriba launches in August, 2016 and retails at €79 on Amazon and the Scriba website (www.getscriba.com). To find out more, contact David Craig: david@dublindesignstudio.com