

Scriba Stylus - Press Release

Client: Dublin Design Studio
Product: Scriba
Medium: Press Release
Date: November 2017

DUBLIN, Ireland - Former U2 Tower architect turned award-winning entrepreneur, David Craig launches Scriba, a radical new stylus that provides an enhanced user experience and greater level of control.

Scriba features a number of unique features, including: an intuitive 'Squeeze-Motion' interface, a truly ergonomic design, six months of re-chargeable battery life and discreet haptic feedback. It doesn't look or feel like any stylus you've used before: Scriba is a stylus like no other.

"Modern designers are constantly shifting their workflow between physical and digital environments, demanding tools that deliver a seamless transition between the two. In designing Scriba, we looked beyond the pen to develop a new type of creative tool for this hybrid workflow", says CEO and Founder David Craig. "We realised that current stylus designs had not evolved much beyond the form of pencils or pens. In a digital world our tools no longer needed to be designed to hold lead or ink, our tools should be designed around us. We designed Scriba to sit comfortably in the hand and developed an intuitive interface that uses varying degrees of squeeze to control functionality. It's very physical, the body of Scriba actually bends in response to the users' touch - we call it Squeeze-Motion."

Scriba Features:

- **Stay in the Moment:** Scriba helps the designer find their creative flow and capture ideas on the move. This means line-weight and app functionality can be adjusted by a simple squeeze, reducing distraction and delivering a more immersive digital design experience.
- **Squeeze-Motion:** Using our Squeeze-Motion technology, we are redefining expectations of what a stylus can be: whether controlling presentations; triggering your mobile camera or creating beautiful art, Scriba has the flexibility to do so much more.
- **A perfect fit:** Scriba is sculpted for the natural movements of the hand. Made from comfortable, lightweight materials, ergonomics are ingrained in Scriba's design.
- **Haptics:** Scriba is the first stylus to feature tactile feedback. Don't be distracted by pop-ups, Scriba delivers discreet alerts and confirmations of on-screen actions as gentle vibrations under the user's fingertips. The user interface is no longer restricted to the screen.
- **Feel In Control:** Uniquely tactile, Scriba's flexible body bends in response to the user's every touch. Digital sketching has never felt this good.
- **Long Life:** Hundreds of hours of battery life and instant pairing means Scriba is always ready when you are.
- **Made in Ireland:** Scriba has been designed, engineered and has been manufactured in Ireland.

About Dublin Design Studio

Scriba is the brainchild of David Craig, an award-winning architect and founding director of Dublin Design Studio. Identified as one of "20 startups to watch in 2016" by Silicon Republic, Dublin Design Studio continues to gain Irish and international recognition, including:

- A successful Kickstarter campaign validated our proposal and raised funds for manufacture
- Winner of the Irish Times Innovation Awards 2016 for Creative Industries & Design
- Runner up in Google's Adopt a Startup 2017 programme
- Runner up in UK Design Week Awards 2016 for "Consumer Product of the Year"
- Silver medal at the Bank of Ireland Startup Awards for "Technology Start Up of the Year"

- Special commendation from the Irish Institute of Designers for “Product Of The Year”
- Featured on Amazon Launchpad
- Autodesk showcased our startup journey, ‘Scriba Aims to Reinvent the Stylus for Designers’
- Nominated for the German Design Awards 2017

Contact:

Scriba is available now on Amazon and the Scriba website (www.getscriba.com) for £60. To find out more, contact David Craig: david@getscriba.com.