

MOBILE

Montblanc introduces app to send handwritten digital notes

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Montblanc screenwriter app

By NANCY BUCKLEY

Germany's Montblanc is allowing enthusiasts to handwrite on their tablet and send the note to a friend or family member through a new iPad application.

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Luxury Daily

The app allows users to try out different Montblanc pens and ink colors, as well as learn about the products that the brand offers. Highlighted writing instruments such as the Montblanc Screenwriter will bring the brand into the digital world and will likely reach younger generations who may not be familiar with Montblanc's offerings.

"Writing by hand continues to be an important source of self-expression, even more so in the digital world," said Mike Giannattasio, president/CEO of [Montblanc North America](#), Murray Hill, NJ.

"In addition to developing a writing instrument like the Montblanc StarWalker Extreme ScreenWriter that combines our heritage of writing culture with new technologies, the exclusively developed Montblanc ScreenWriter App provides our customers with a personalized digital writing experience on their electronic devices," he said. "The App enables the user to share handwritten words with his beloved ones. Even if it's send via e-

mail or shared via social media the personal note of handwriting stays the same."

The new pen and paper

The Montblanc Screenwriter application is for iPads only and is downloadable for free. The app initially opens with the social video that was created for the launch.

Once the video finishes playing, consumers are then able to choose the pen, paper and ink color that they want in order to compose a note on the tablet.

Embedded Video: [//www.youtube.com/embed/1wEEedA7gXpU](http://www.youtube.com/embed/1wEEedA7gXpU)

Screenwriter app video

This application does not require a Montblanc pen. Instead consumers can use their fingers as a writing utensil.

Montblanc recently extended its writing instrument offerings with the introduction of the new mobile-ready stylus, the e-StarWalker.

The brand partnered with consumer electronics maker Samsung to create the technology needed to create a digital writing instrument specifically for the Galaxy Note 4 smartphone. By widening the scope of its offerings into the digital realm, Montblanc will likely see an increased interest among mobile-savvy consumers ([see story](#)).

Users' fingers are transformed into a Montblanc mechanical pencil, fineliner and fountain pen. The app was released to mark the launch of the StarWalker ScreenWriter.

The ink color options include black, brown, blue, purple, burgundy, green and gray. Also, the consumer is able to choose specific papers for their notes. These options include lined, grid, rustic, rice, and premium white.



Mechanical pencil, fineliner and fountain pen sample

Once the pen, ink color and paper are chosen, the consumer can draw or write their note. Their creations can be shared on social media or through email.



StarWalker pen information on app

As seen in the social video, this app allows the notion of letter and note writing to remain alive through digital means. The app “reduce[s] the distance” between loved ones.

Montblanc's app is available for free from Apple's [App store](#).

Mobile Montblanc

Creating a digital presence for the writing instrument side of the Montblanc brand allows the brand to offer a fully digital platform and stay active among more tech-savvy consumers.

For example, the watchmaking side of the brand pushed its 2013 collections through a new iPad application that let users browse layers of content on its history, innovations and watch models and offers a mobile try-on tool that is unique to the platform.

The free app was released to correspond with the watchmaker’s presentation of its 2013 collection at the Salon International de la Haute Horlogerie in Geneva and the introduction of the new “Nicolas Rieussec Rising Hours” chronograph. The Timepieces app is available in English for the iPad 2, iPad 3 and iPad mini in the [App Store](#) ([see story](#)).

Similarly, Montblanc aimed to increase engagement among Chinese consumers through an in-application game on social network WeChat.

With approximately 396 million active users per month, WeChat is seen as a gateway to interacting with Chinese consumers on mobile. Montblanc’s game, “Daban,” was hailed as an unprecedented move by a luxury brand as it went beyond the traditional touchpoints used on the social channel ([see story](#)).

The social and digital world is important for brands to reach a global audience and stay relevant with younger consumers. Creating a mobile app that may introduce the brand to aspirational consumers, allows brands to remain active and fresh.

“There is a good fit here with the commonality being personalization,” said Jeff Hasen, a

Seattle-based mobile marketing strategist. “As much as we've gone digital, much like the printed book, there is still a place for a pen for those moments when a keyboard is too impersonal. Given the price point, the pens aren't for everyone, but this brand isn't about the masses, anyway.

“Pens are instruments of self-expression, and an app that can be customized to one's interests and tastes has appeal to some,” he said.

Final Take

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