

CONSUMER ELECTRONICS

## Montblanc writes history with new connected pen and paper

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*Montblanc's new augmented paper*

By BRIELLE JAEKEL

Germany's Montblanc is bringing the elegance of the written word to digital devices in an endeavor to keep up with consumers who now rely on typed text.

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Now that digital has made the act of writing with pen much more scarce and less relevant, Montblanc is hoping to bridge the gap with a paper and pen that links to a mobile application. The manufacturer's new Augmented Paper allows users to transfer written notes and sketches into the app to be accessed on multiple digital platforms.

"Nothing compares to the sensation of writing on paper, but in a digital world being able to share work and thoughts digitally has become essential," said Jrme Lambert, CEO of [Montblanc International](#).

Connecting with ingenuity

The Montblanc Augmented Paper product consists of the StarWalker pen and a leather-bound notebook for a more refined experience. Users can write with the pen on the notebook to access their work on the Montblanc Hub.



*Montblanc Hub mobile app*

Writers can jot down letters, notes, sketches and more, which will be imported into the mobile app through a WiFi connection. Within the app, users can edit their work and share with others through email and text.

Users also have the ability to turn their written text into typed text and file saved work within the app. The technology can recognize 12 languages such as English, German, Russian, Spanish, Italian and Chinese for text translation.

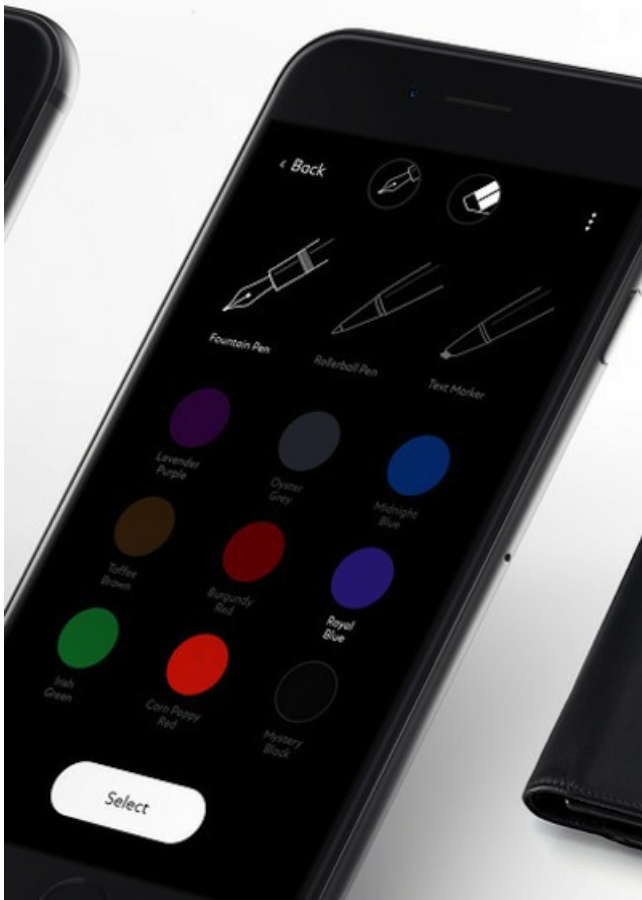
The app also provides the ability to search for specific pieces and can save more than 1,000 entries. Users are able to tag each document for easier search experience.

Montblanc's StarWalker pen also works with the app directly and allows users to take notes without the connected notebook, but it is built to keep the same feel as writing on paper.

The Augmented Paper will import written notes once connected to the app, but users can work locally without a connection to save notes for future upload through its digital note. The local internal storage can hold about 100 pages of notes.

Montblanc's digital note feature will serve as backup to the Augmented Paper if and when it loses battery life. A USB cord is included for charging.

Write. Digitise. Share  
Edit, export and share your notes



*Montblanc Hub app allows users to edit*

Customers in the United States will be able to purchase the product in October of this year.

#### Writing history

The pen manufacturer has been continually innovating in the mobile and tech space.

Recently, Montblanc also recently used social messaging app WeChat to underscore its history of technical achievements for a discerning Chinese audience ([see more](#)).

Also Montblanc unveiled a global retail concept that emphasizes the importance of a multi-sensory in-store experience ([see more](#)).

"Augmented Paper bridges these two worlds with a simple and highly functional product that gives its owners the freedom to unleash their creativity by using a writing instrument and paper, rather than forcing themselves to express thoughts and ideas with mouse and keyboard," Mr. Lambert said.

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