Syncing Imagination and Memories

Moleskine and Evernote partner to synchronize analog-digital ideas.

Sync your analog and digital ideas with the new Evernote Smart Notebook. The Evernote Smart Notebook features unique "Evernote ruled" and "Evernote squared" page styles and innovative Moleskine Smart Stickers for Evernote-ready analog-digital tagging. Ideas and memories are organized, secure, and shareable.

Moleskine fans navigate an analog/digital world. Every day, they move between low-tech and hi-tech, paper and tablet, notebook and smartphone. They spend time enthusiastically hacking Moleskine objects to meet their organizational and digital needs as well as for multimedia expression. The movement along the analog-digital continuum is especially relevant to note-taking and creative expression. While most people move between multiple platforms for collecting thoughts, ideas, to-do lists, etc., these sources fail to communicate with each other – until now.

With a simple snapshot using Evernote, handwritten words and sketches found inside the new Evernote Smart Notebook are instantly transformed into searchable, shareable and permanent Evernote memories.

The Evernote Smart Notebook is the first major release by Moleskine Digital; a team was formed to imagine analog/digital devices and services. Moleskine and Evernote collaborated to re-imagine how individuals keep their best ideas with them wherever they sit along the analog-digital continuum. For the first time Evernote has added a core feature designed to work with an analog tool, while Moleskine has created unique pages styles and stickers for Evernote-ready syncing.

Meme: Moleskine Hacking

Moleskine hacking is a deeply embedded and organic online meme.

Regular mentions on <u>lifehacker.com</u>, <u>43folders.com</u>, <u>90,000+</u> <u>related images</u>, and <u>1.28 million search results</u> for a "Moleskine hack" illustrate the diversity of create ways find uses for Moleskine tools when customizing their lives.

Moleskine hacking is a global phenomenon inspiring Japanese how-to books on customizing Moleskine tools.









Exclusively Designed Notebooks for New Page Camera Feature

Evernote Smart Notebook will be available in "Evernote ruled" and "Evernote squared" page styles that are optimized for snapshots taken with Evernote's new Page Camera, available exclusively in the company's application for Apple's iPhone and iPad. The Page Camera automatically corrects perspective and improves the contrast between the ink or graphite and Smart Notebook's pages to create a beautiful note that can be viewed, searched or shared at any time from within Evernote.

Moleskine Smart Stickers - Analog-Digital Tagging

Moleskine Smart Stickers introduce Evernote-ready analog-digital tagging into our workflow. Each notebook comes with a set of multi-color Moleskine Smart Stickers. Stickers are associated with a custom favorite keyword in Evernote. When a snapshot of a page containing one, or more, of the Smart Stickers is taken, the Evernote app's Page Camera recognizes the stickers and automatically categorizes the digitized page as a tagged note in Evernote. Smart Stickers make it simple to keep content created in an Evernote Smart Notebook associated by theme and easy to find and recall.

Evernote Premium

Evernote Smart Notebook by Moleskine comes with three months of Evernote Premium, a (\$15 USD value). Evernote Premium offers an enhanced Evernote experience with a higher monthly upload capacity, improved searching for PDFs and images and more note sharing options.

Availability and Pricing

The Evernote Smart Notebook will be available in large (29.95 USD) and pocket (24.95 USD) on October 1st and can be pre-ordered today at:

Japan: http://www.moleskine.co.jp/Online-Shop/evernote-smart-notebook

Notemaker: http://notemaker.com.au/collections/moleskine-evernote

Moleskine Asia: http://www.moleskineasia.com/Online-Shop-hk/Evernote-Smart-Notebook

Europe:http://store.moleskine.com/geolocator/catalog/product/id/1697/?lndg=x

USA: http://www.moleskineus.com/evernote-smart-notebooks.html

The Evernote App is available for free from the App Store on iPhone, iPad and iPod touch or at www.itunes.com/appstore.

Moleskine Company Profile

The Moleskine® notebook is the heir and successor to the legendary notebooks used by avant-garde artists and thinkers over the past two centuries. A simple black rectangle that held the sketches, notes, stories and ideas that would one day become famous paintings or the pages of beloved books. Today Moleskine is a brand that encompasses a family of nomadic objects dedicated to our mobile identity; flexible and brilliantly simple tools for use in both everyday and extraordinary circumstances, ultimately becoming an integral part of our personality. Notebooks, diaries, journals, bags, writing instruments and reading accessories. Discreet travelling companions, satisfying our desire to express ourselves both on paper and beyond the page.

Moleskine believes in the infinite potential for continuity and connection between the analog world and the digital one. Our research tells us that Moleskine enthusiasts are naturally inclined towards the digital realm and feel completely comfortable using both analog and digital devices, or even merging them together to create new hybrids.

www.moleskine.com

Evernote Company Profile

Our goal at Evernote is to help the world remember everything, communicate effectively and get things done. From saving thoughts and ideas to preserving experiences to working efficiently with others, Evernote's collection of apps make it easy to stay organized and productive.

www.evernote.com

Download the full Media Kit from here

For updates register to the Moleskine press mailing list or contact:

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