

## **QuirkLogic Delivers Quilla Real-Time Ideation Solution Digital Alternative to Whiteboard Transforms How Teams Brainstorm and Create to Accelerate Innovation**

Calgary, Alberta, Canada, June 8, 2017 – QuirkLogic, Inc. a provider of workplace productivity technology to help teams spark and grow big ideas, today announced that it expects general availability of its [real-time ideation solution](#), Quilla™ in July. More than a digital writing device, Quilla enables teams with multiple locations or remote workers to create and collaborate in new ways, formulating, capturing and sharing content-rich ideas in real-time, speeding time to innovation.

Unveiled in January at CES 2017, Quilla earned a place in ZDNet's *Top 10 Tech Products Revealed at CES* and TechCrunch's *Top 5 Fascinating Things at Showstoppers*. "The market is responding very favorably to our solution. It's the only one built for conceptual work that enables users to simply walk up, grab a pen and use," said Nashir Samanani, QuirkLogic's co-founder and CEO. "Writing things out, which tends to cognitively engage the brain to trigger focus and creativity, is natural with Quilla and the powerful digital surface provides unlimited space to unbound creativity. Teams on the verge of breakthrough ideas aren't interrupted by technology setup or boundaries. The Quilla technology is designed to just fade into the background that keeps momentum going."

### **E Ink Keeps It Simple, Portable**

Core to the Quilla tech stack are the E Ink electronic paper display (EPD) and electronic ink technologies, which ensure simplicity and familiarity – like pen on paper. Quilla is "always on" but consumes little power and is readable under direct sunlight, making it a good fit for the sustainable workplace. In addition, it's lightweight (22 lbs.) and runs on battery, so users can take the device to any huddle space and continue working in a seamless fashion.

### **From Ideation to Innovation: Content at the Core**

[A recent survey done in conjunction with IDG](#) found that despite adoption of tools such as electronic whiteboards and web conferencing, large gaps still exist in important areas, including capturing, accessing and building on shared meeting content. According to the survey, "82 percent of respondents agree it is 'very important' or 'critical' that content is not lost when an employee leaves the company. But only 36 percent are 'very' or 'extremely' confident that their company is performing adequately in that area."

Quilla is backed by a robust ecosystem that automatically saves and securely stores all content in the user's library, so users can access, share and contribute to content anywhere. Collective ideas in notes, sketches and documents are managed as valuable corporate assets – no more lost organizational knowledge.

To learn more about the solution, please visit [www.quirklogic.com/solutions](http://www.quirklogic.com/solutions).

### **Availability**

QuirkLogic's Quilla will be on display at InfoComm 2017 in Orlando, Florida from June 14 – 16 in the exhibit hall at booth #3781, where visitors can try it out.

QuirkLogic is taking orders for Quilla beginning at InfoComm and will begin shipping to customers in July. The solution is available individually or in packs of three and five digital writing devices.

For more information or to speak to a sales representative, please visit [www.quirklogic.com](http://www.quirklogic.com) and complete the [Contact Us](#) form, or call toll free 1 (844) 211-9801.

### **About QuirkLogic**

QuirkLogic seeks to improve the everyday by tackling common problems that need technological advances and delivering simple solutions. The company approaches challenges with a mix of logic, science, and creativity. Our real-time ideation solution helps organizations brainstorm and work more efficiently and creatively in modern workspaces and get the most from their distributed workforce. Visit us at [www.quirklogic.com](http://www.quirklogic.com), and follow us on [LinkedIn](#) and [Twitter](#).

### **About E Ink Holdings**

Founded in 1992 by Taiwan's leading papermaking and printing group YFY (1907.TW), E Ink Holdings Inc. (8069.TW) has transformed and defined the eReader market with its ePaper technology, enabling a new multi-billion market in less than 10 years. Its corporate philosophy aims to deliver revolutionary products, user experiences, and environmental benefits through advanced technology development. This vision has led to its continuous investments in the field of ePaper displays as well as expanding the use of its technologies into a number of other markets and applications. Its EPD products make it the worldwide leader for ePaper. Its FFS technologies are a standard for high end consumer electronic products. Listed in Taiwan's GreTai Securities Market and the Luxembourg market, E Ink Holdings is now the world's largest supplier of displays to the eReader market. For corporate information, please visit [www.einkgroup.com](http://www.einkgroup.com); for EPD information, please visit [www.eink.com / tw.eink.com](http://www.eink.com/tw.eink.com).

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