

# BUSINESS INSIDER

## Moleskine's innovative writing tool could change the way you take notes

Despite living in a pervasive digital world, many people still prefer putting pen to paper over fingers to keyboard.

That's probably why Moleskine's notebooks are so popular.

But even a tool as ubiquitous as Moleskine's cardboard-bound notebook needs an upgrade.

To keep in step with the changing times, the Milan-based stationery company created the [Smart Writing Set](#) — its analog-to-digital writing solution.



Moleskine

The system has three parts: the Paper Tablet, the Moleskine Pen+, and the free Moleskine Notes App. They work in tandem to digitize, edit, and share your freehand notes and sketches to your iOS or Android device in real-time — all with the help of innovative technologies.

The pages of the Paper Tablet are embedded with an invisible grid, otherwise known as Ncode<sup>®</sup> technology. This grid connects to the Pen+, which allows it to recognize where it is on the page. The Pen+'s infrared camera then traces each pen stroke and exports it to the app.

It's a high-tech, yet user friendly, system that combines the tactile feeling of longhand writing from the analog world with the convenience of connectivity from the digital world. And it makes transferring notes from your notebook to your tablet easier than ever before.

The Smart Writing Set will cost you \$199. But if you're looking for a new way to keep your notes with you where you go, and like the look and feel of Moleskine, then you might want to give the Smart Writing Set a shot.

**You can get your own Moleskine Smart Writing Set for \$199 by [clicking here](#).**