

Wacom Intuos Studio and Intuos Studio Pro

As Wacom has become the standard in creative digital technology, the Intuos has been a celebrated member of the family. Despite the introduction of paper-to-digital functionality and Bluetooth in 2017, the Intuos seems to still be missing something. That's where the Intuos Studio comes into play. This latest addition to the Intuos family allows users to create and edit with a pressure-sensitive touchscreen. Unlike previous models, the Intuos Studio gives creatives the ability to create on the touchscreen while connected to any software on their desktop computer or laptop. In addition to the touchscreen, the tablet will be wireless with a USB dongle located underneath. The Intuos Studio maintains the same stalwarts from previous versions including the battery-free pen and multi-touch functionality. Like previous Intuos tablets, the Intuos Studio will be available in small (7"x6") and medium (10" x 9") while the sleek Intuos Pro will come in small (12.6" x 8.2" x 0.5"), medium (13.2" x 8.5" x 0.3") and large (16.8" x 11.2" x 0.3").

The newest member of the Wacom family will tap into undermarketed users – home creatives and freelance artists. While many within the arts community are familiar with and champion Cintiqs, many artists who work from home are not able to afford the amazing but expensive touchscreen computer. Some have already desktops and laptops but see buying a Cintiq as a luxury more than a need. Many freelance artists get paid per job and must put their funds elsewhere while those with art as a side gig may not need a Cintiq daily. Tapping into this market will make Wacom a more accessible and relatable brand to coffee shop savants, sofa designers, and bedroom visual masters. Having the feel of a Cintiq with the affordability of a tablet will help to further access the home user market.