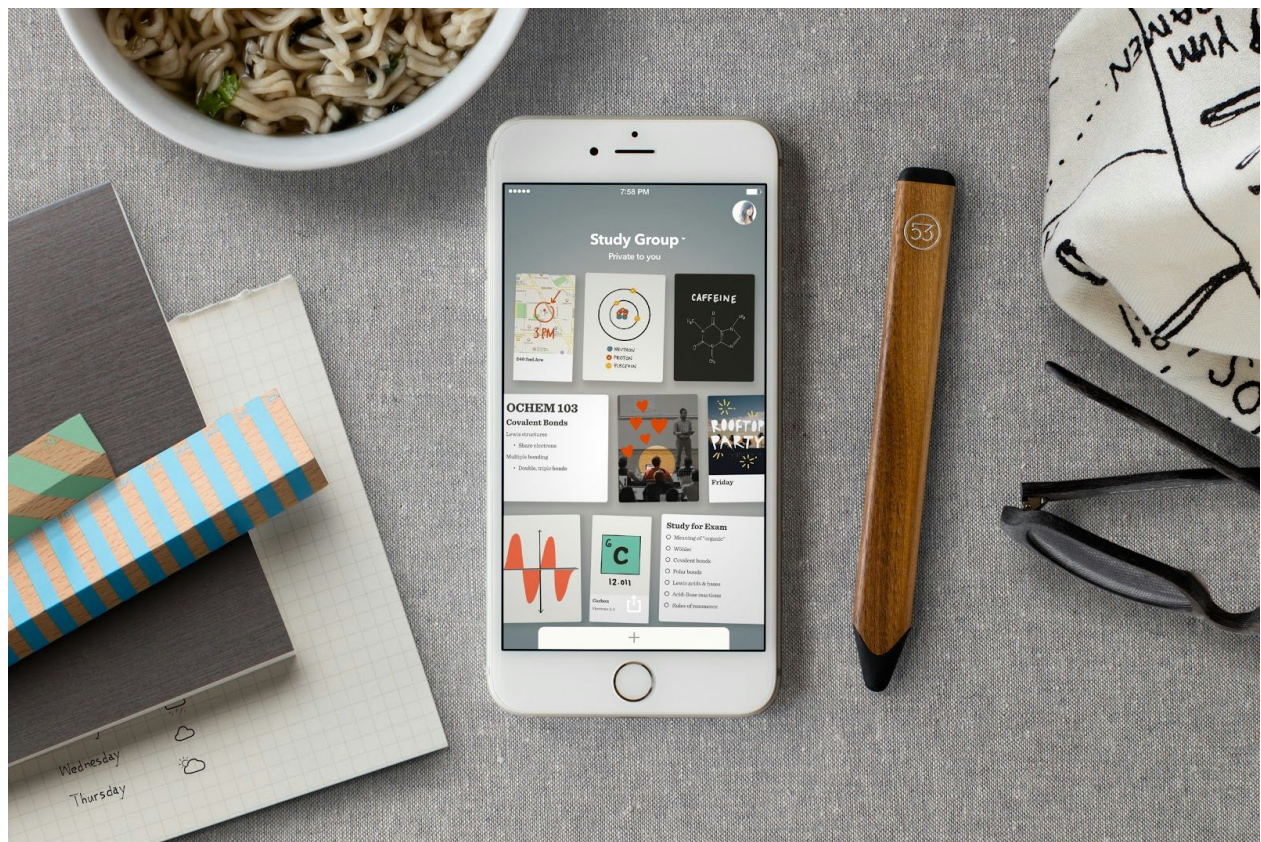


Under embargo until September 10th, 2015 at 6:00 AM EST



Put it on Paper.

Paper, a productivity app with 15M downloads, comes to iPhone and brings with it a faster, better way to capture ideas using text, sketches, and photos.

Ideas. They strike at any moment and come in many forms. Screenshots or photos of things we want to remember, checklists, loose sketches, stream-of-consciousness words, diagrams, emails to ourselves—whatever your idea and whenever it hits, Paper's cutting-edge tools will capture and communicate it with speed and polish.

Paper is a beautiful way to organize your thoughts, with ideas captured and stored like a wall of sticky notes that are easily arranged and connected to each other. Whether you're remodeling your home, taking lecture notes, writing a travel list, or creating a presentation, Paper is the springboard for your ideas.

Paper is free for iPhone and iPad in the [App Store](#).

Press Assets: [Video](#) and [Photos](#)

Built for Speed

Everyone has ideas and Paper is the fastest way to record them. A simple tap is all it takes to type notes, make lists, take pics, or navigate spaces.

Combine words and images

Don't silo your thinking. In Paper, text notes, lists, photos, and sketches are all combined in the same space, letting you capture all of your ideas in whatever form they hit you.

Swipe to Format Text

Built for touch, Paper makes creating and organizing notes lightening fast. Simply swipe your finger to create a To Do list, or tap and hold items to re-prioritize your list. It's never been this easy to create shopping lists or organize talking points.

Take, Annotate, and Spotlight Photos

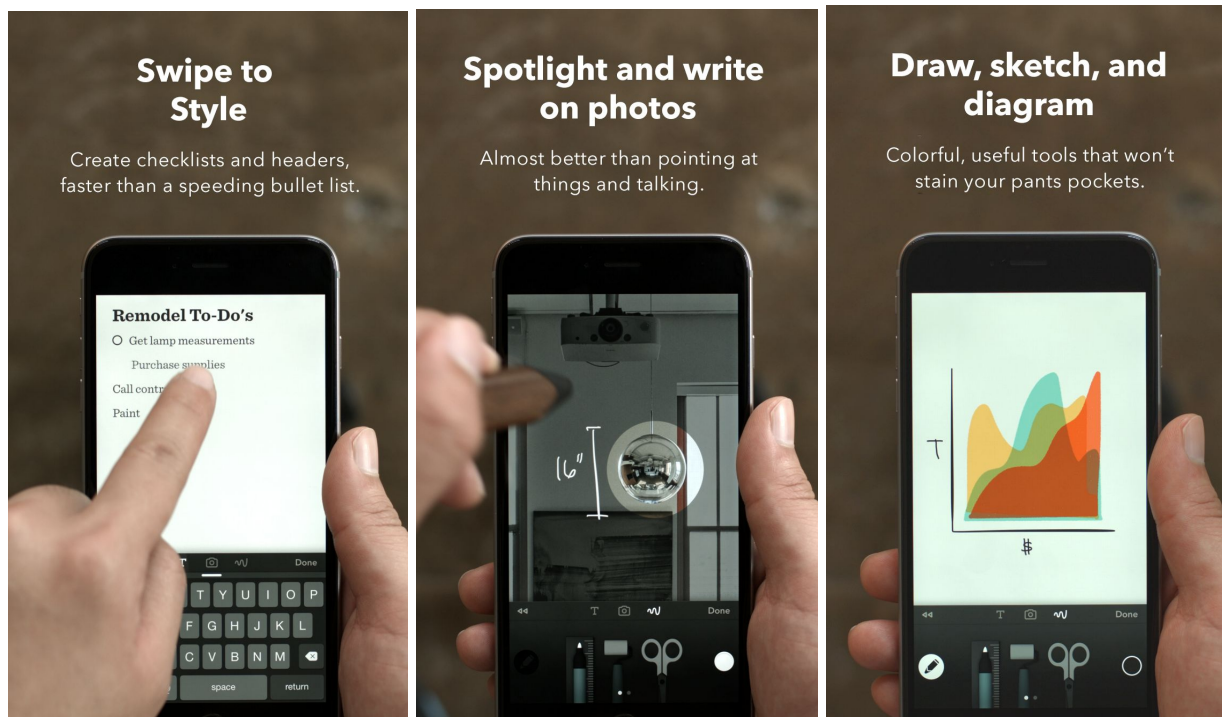
Photos are an incredibly powerful form of capturing ideas and inspiration in the world. Paper now lets you take photos, spotlight areas to call out details, and write directly on top of them.

Connect Your Ideas

Finally, you can see and make sense of your ideas by having them laid out like a wall of sticky notes. This is the whiteboard in your pocket that can help lay out presentations, or group similar ideas together for a moodboard.

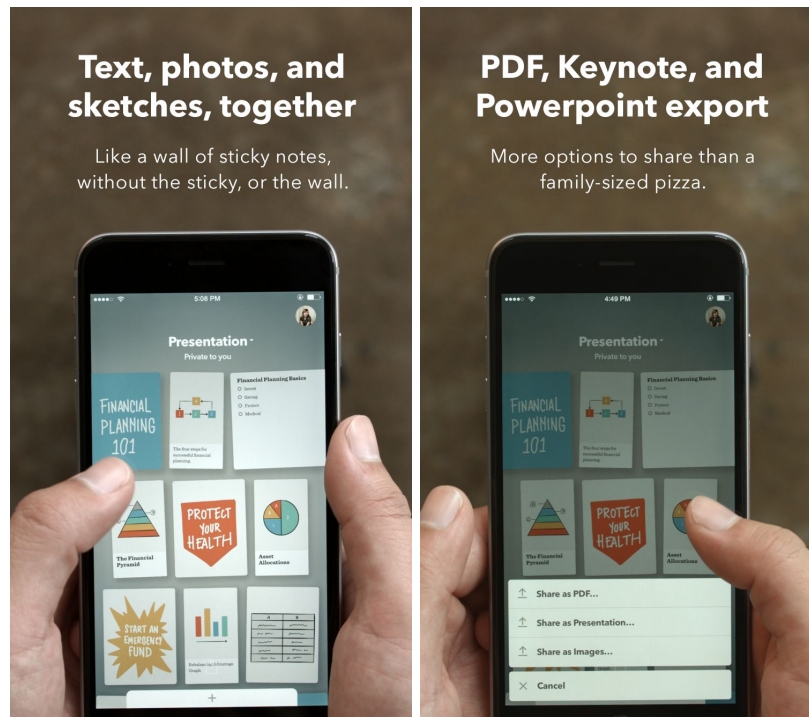
Share Your Work

Ideas become meaningful once the world knows them. Paper makes it simple to export your ideas to PowerPoint, PDF, Keynote, and Dropbox, or share them with friends across social media.



DETAILS

- **Text, Photos, and Sketching**—Each idea has the option to take a photo, type a note, or sketch out your idea.
- **Swipe to Style**—A ground-breaking new feature that lets you create fast lists, bullet points, or headlines with a simple swipe of your finger.
- **Photo Spotlight**—A new filter that lets you easily spotlight the area in photos and screenshots that you want to call attention to.
- **Sketch**—All the power of Paper's award-winning tools to write, sketch, diagram, and graph are now in your pocket.
- **Diagram**—Paper recognizes and corrects shapes drawn, making it easy to create presentation-ready shapes for charts, diagrams, flows, and more.
- **Grid View**—grid view means text, photos, and sketches live together in a grid that shows you everything at once and can be rearranged into presentations, outlines, or storyboards.
- **Spaces**—Organize your ideas into separate Spaces that you can name and customize with a cover image. Make as many Spaces as you want.
- **Universal App**—Paper is a universal app that works across iPads and iPhones that run iOS8+.
- **Pencil**—Connect Pencil, FiftyThree's award-winning bluetooth stylus, for a faster and more natural way to sketch out your ideas. Sold at <http://shop.fiftythree.com/>



ABOUT FIFTYTHREE

FiftyThree builds tools that make ideas better. They are the makers of Paper, the fast and beautiful productivity app for every kind of idea, and Pencil, the award-winning Bluetooth stylus.

Internationally recognized for design excellence and innovation, they've received awards from Apple, IDSA, Communication Arts, The Edison Awards, and IxDA. FiftyThree is based in New York and Seattle, and brings together the craft of software, hardware, and service design. Founded in 2011, FiftyThree's products reach more than 15 Million creative thinkers worldwide.



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