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Luidia Inc., Announces Equil Smartpen 2 at TechCrunch DISRUPT 2014

(San Francisco, CA – September 8, 2014) — [Luidia](#) Inc., a leader in digital capture products and solutions, is today announcing the [Equil Smartpen 2](#) at TechCrunch DISRUPT.

The new [Equil Smartpen 2](#) lets users capture, enhance, and share notes and sketches written on standard paper – no special ink or paper required. Additionally, the Equil Smartpen 2 is one of the only devices compatible with multiple operating systems, including Android, iOS, Mac and Windows. With this flexibility, users can share notes and sketches in real-time to their device, easily send to additional recipients or store thousands of pages of notes on the device to import at a more convenient time.

Along with the Equil Smartpen 2, Luidia also released a new version of the Equil Note App, which features handwriting recognition to seamlessly convert personal, written notes to digital text. With this functionality, users can easily select all or part of their notes, save and organize in the cloud storage service of their choice or share their notes over email. The new Equil Note app along with the Equil Sketch app are free and available at the Android, Apple and Windows app stores and enable users to share or save their notes and sketches to post to social media, sync with Dropbox and iCloud and upload to Evernote.

“With the new Equil Smartpen 2, every surface becomes ‘smart,’” said Greg Appelhof, [Luidia](#) President. “Luidia has been creating interactive and digital capture products for over ten years and TechCrunch Disrupt is the perfect place to introduce our next generation of products. That next big idea can happen at any moment and the new Equil Smartpen with handwriting recognition lets you create, capture and share your ideas on any device, from anywhere.”

[Luidia](#) has a history of disruptive technology by creating hardware to interact with computer applications, capture and save handwritten notes. [Luidia](#) focuses on simplicity and creates products so customers can use what they already have and work in the way that’s best for them; we fit your lifestyle and your personal choices. [Luidia](#)’s agnostic approach to product design makes it easy for end users to integrate with their existing hardware, software, cloud services and most importantly, their own workflow. We also have an SDK available so developers can integrate their products with our software and hardware.

The Equil Smartpen 2 is available for pre-order on [Indiegogo](#) and will be available for direct purchase with an MSRP of \$169.99. For more information, please visit Equil at TechCrunch; head to the back left of the event center at Pier 48 in San Francisco or visit: <http://www.myequil.com>.

About TechCrunch Disrupt

[TechCrunch Disrupt SF 2014](#) is TechCrunch’s eighth annual conference in San Francisco. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate technology-driven disruptions in many industries, while the afternoons are reserved for the Startup Battlefield, where some 30 new companies will launch for the first time onstage, selected to present from numerous applications received from around the world. The winning company will receive a \$50,000 grand prize and the Disrupt Cup at the conclusion of the conference. The conference is September 8-10, 2014 at Pier 48 in San Francisco.

About Luidia

[Luidia](#) Inc., originally founded in 2003, and reincorporated in 2013, has over 100 interactive technology and digital capture patents. Headquartered in Belmont, CA, Luidia creates [eBeam](#) and [Equil](#) product lines for B2B, B2C, education and OEM customers worldwide.

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