

New Post-it Plus App Brings Post-it Note Collaboration Experience into the Digital World

First-of-its-kind digital tool captures up to fifty Post-it Notes at once and makes them easy to organize and share, helping great ideas move forward from start to finish

The Post-it Brand from 3M, the innovation company known for its culture of creative collaboration and never-ending stream of powerful technologies, unveils the Post-it Plus App, a new tool that takes the output of Post-it Note collaboration sessions and instantly takes them into the digital world to keep team momentum going. The Post-it Plus App captures up to fifty Post-it Notes at once from a collaboration session and digitizes them, allowing groups to shorten transcription time, share, organize or refine ideas quickly and add to the discussion from anywhere.

“We see a trend of constant evolution in the ways people collaborate, communicate and explore their ideas, both on paper and in the digital space,” said Paul Kim, vice president and general manager, stationery and office supplies, 3M. “Post-it Notes continue to be the go-to tool for capturing thoughts and ideas in the analog world. As technology continues to permeate every aspect of our lives, the ability to instantly capture Post-it Notes with the Post-it Plus App means that collaboration leaders can have the same simple, intuitive Post-it Note experience, and now share those ideas with others in the digital world.”

The Post-it Plus App makes it easy to capture your ideas instantly and digitizes square Post-it Notes filled with big ideas, brainstorming, project maps, storyboards and more, even allowing captures to be combined for collecting ideas across multiple collaboration sessions. Digitized notes are kept separate, moveable and easy to arrange in a grid or any other formation, creating an accurate but flexible documentation of any ideation session. Organized boards can be shared with the entire team to evolve great ideas and continue collaborating from anywhere. The Post-it Plus App creates a shareable record that exports to common software programs including PowerPoint, Excel, Dropbox, PDF and more.

The Post-it Plus App recognizes all square Post-it Notes, from 3" x 3" Post-it Super Sticky Notes to Post-it Big Pads, with additional sizes coming soon. The Post-it Plus App is available for free from the App Store on iOS 8 devices including iPhone, iPad and iPod touch at Post-it.com/plusapp. For more information, visit Post-it.com/app.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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