



## Company History

Nomad Brush LLC is based in Portland, Oregon. The company was founded by Don Lee, an architect, artist and iPad enthusiast, and his wife and business partner, Anna Choe. An architect by trade, Don was on sabbatical from a 16-year career in architecture to enjoy time with his two-year old son when he began to rediscover one of his first passions—creating art.

When he received a first generation iPad for Father's Day in 2010, Don found it to be a great digital sketchbook and canvas for painting, but found drawing with his finger to be awkward and unnatural. Thus began the journey to find the perfect stylus for drawing, sketching, and painting. After scouring the Internet for different styluses and trying out almost all of them, he still didn't find one that suited his needs. And so...the relentless process of prototyping began.

After hundreds of hours tinkering in his Portland-based studio, the Nomad Brush officially launched in February 2011. The name "Nomad" embodies the "Paint Anywhere" spirit, and is also inspired by the first initials of Don's family: **NO**ah, **MA**tthew, **AN**na, and **DO**n.

The Nomad Brush differs from other iPad styluses because it is extremely responsive and looks and feels like a real paintbrush, giving artists a natural way to connect to the iPad for digital art creation. Today, the Nomad Brush collection includes a growing list of brushes for professional, novice, and younger artists of all skills and interests:

- **The Nomad Compose**, a dual-tipped stylus and paintbrush, featuring the Glide Bevel Tip
- **The Mil Series**, including both long and short tip models and the Nomad Mini, designed for smaller canvas such as an iPhone, iPod Touch, or Android phones
- **The Nomad Play**, custom-created for kids ages 3 to 8

For more information visit [nomadbrush.com](http://nomadbrush.com), follow us on Twitter @nomadbrush or find us on Facebook at <http://www.facebook.com/nomadbrush>.



### Milestones:

|                    |  |
|--------------------|--|
| June 20, 2010      | Don Lee receives his favorite Father's Day gift to date: a first generation iPad   |
| July 1, 2010       | Prototyping begins for a better stylus for digital art creation  |
| October 6, 2010    | Filed provisional patent application for the Nomad Brush, the first paintbrush stylus for the iPad   |
| January 15, 2011   | Mashable.com previews Nomad Brush: <i>"The Nomad Brush is a beautiful, handcrafted stylus designed for painting and sketching on the iPad...It allows for free-flowing brush strokes much like a real paintbrush, and an elegance of line I was previously unable to achieve..."</i> |
| February 8, 2011   | Nomad Brush officially launches  |
| February 22, 2011  | Strong early reviews from media outlets such as Gizmodo help build early momentum and a global customer base   |
| May 6, 2011        | Macworld reviews Nomad Brush: <i>"The...Nomad Brush feels very natural, and... the results are stunning... a beautifully constructed stylus, resembling a fine watercolor brush, and it makes painting on the iPad a delight."</i>   |
| July 14, 2011      | Mil Series Collection launches with the creation of the Nomad Short Tip Brush  |
| July 22, 2011      | iLounge reviews Nomad Brush: <i>"Digital painters, rejoice: now there's a paintbrush designed specifically to interact with the iPad's screen... It's a very nice design, comfortable in the hand, and does exactly what you'd expect it to do."</i>                                 |
| September 15, 2011 | Nomad Brush launches its Educator Partner Program, offering non-profit educational organizations access to discounts and other art programs  |
| September 30, 2011 | Nomad Brush sponsors MobileArtCon in partnership with International Association of Mobile Digital Artists (iAMDA) at NYU's Tisch School for the Arts   |
| October 13, 2011   | Nomad Compose (the first interchangeable, dual-tipped stylus) launches, along with the Nomad Compose "Mash-Up Contest" to encourage collaborative art creation among Nomad Brush's growing global fan base   |



- November 21, 2011      Nomad Play, the first paintbrush stylus designed for kids, launches
- November 22, 2011      Nomad Journal blog launches, highlighting product previews, artist interviews, community art organizations, and more
- December 5, 2011      Nomad Brush receives the 27<sup>th</sup> Annual Macworld “Eddy” Award: *"Nomad Brush eschews the typical aluminum-and-rubber-nib trappings of most pens on the market for a more traditional look and feel: The company’s original Nomad Brush, from almost every angle, resembles a traditional watercolor paintbrush... There are already competitors lurking in the waters attempting to capitalize on the Nomad Brush’s success, to be sure—but this artistic stylus keeps on blowing them all away."*
- December 2011      Nomad Brush celebrates the holiday season with several holiday gift guide media mentions, including:
- Vanity Fair
  - Gadgetwise/New York Times: *"Painters...should strongly consider the line of products from Nomad Brush...Wrap one up for an artistic friend this holiday season and watch them get giddy when the paper comes off."*
  - Washington Post
- January 28, 2012      Nomad Brush debuts at Macworld|iWorld 2012 and creatively tackles “What does Siri look like?” during a live Tech Talk, “The SpeedSketch Portrait Siri-es” featuring artists Corliss Blakely, Jonathan Grauel, and Fabric Lenny



## **Meet the Founders**

### **Don Lee, founder**

Don Lee, founder of Nomad Brush, is an architect, artist, and iPad enthusiast residing in Portland, Oregon. Don was inspired to create Nomad Brush after receiving the iPad for Father's Day in 2010, and discovering that while it was a great digital sketchbook and canvas for painting, it was lacking a stylus suited for drawing, sketching, and painting. When he couldn't find a stylus that suited his needs, he set out to create Nomad Brush with a vision to make digital art creation more intuitive, enjoyable, and accessible for artists of every level.

Before moving to Portland in 2010, Don practiced architecture in New York City for 16 years at Rafael Vinoly Architects, Rockwell Group, and Robert A.M. Stern Architects. Don graduated from the Rhode Island School of Design with a Bachelor of Fine Arts and a Bachelor of Architecture in 1994.

When he's not planning for the next iteration of Nomad Brush, he can be found exploring Portland's diverse art scene, tinkering in his shop, and sketching with his two sons, ages 5 and 3, whose technical prowess on the iPad are nearly eclipsing their parents. The name "Nomad" embodies the "Paint Anywhere" spirit, and is also inspired by the first initials of Don's family: **NO**ah, **M**atthew, **A**нна, and **D**on.

### **Anna Choe, COO**

When Anna Choe purchased a first-generation iPad for her husband, Don Lee, as a Father's Day gift in 2010, she had no idea what next steps this simple act would inspire. As COO of Nomad Brush, Anna oversees business operations, marketing, and community/customer relations for the company's growing suite of products and programs. *"It's been incredible to witness the creation of this collection in such a short time" she notes, "and to see Don continue to develop our product line from the great input and collaboration we get from artists and organizations all around the world. As a parent, I'm especially excited to hear from parents and teachers who tell us how well kids are responding to the Nomad Brush and how accessible digital art creation is with our products."*

Anna graduated with High Distinction from the University of California, Berkeley with a Bachelor in Ethnic Studies in 1992, and received her Juris Doctorate from the New York University School of Law in 1997. She continues to practice law part-time.

When she's not working, Anna can be found taking care of her two young boys and enjoying the deliciously diverse restaurant scene in Portland.



## **FAQs**

### **Where is Nomad Brush located?**

Portland, Oregon

### **Where are your brushes manufactured?**

Each brush is made in our shop in Portland, Oregon

### **What are the different brushes in the Nomad Brush collection?**

The Nomad Brush collection includes three distinct product lines:

1. **Nomad Compose:** Nomad Compose is the first interchangeable, dual-tipped stylus and features a long or short brush tip and a Glide Bevel Tip, a hard-tipped stylus that glides like a brush across the touchscreen. Joining precision-milled aluminum handles with hand-crafted brush tips creates a well-balanced brush.
2. **Mil Series:** The Mil Series brushes feature a walnut and carbon handle, with a soft ferrule grip that's designed to never scratch the screen. The Mil Series comes in both long and short tip models and also includes the Nomad Mini, designed for smaller canvases such as an iPhone, iPod Touch, or Android phone.
3. **Nomad Play:** The Nomad Play is the first paintbrush stylus designed and scaled just for kids ages 3 to 8. Handcrafted from maple, with a soft, rubber ferrule and a contoured grip for easy art creation, Play comes in four unique designs and colors and is engraved with playful graphics: Astro (blue) Serengeti (yellow) Fireball (red) and Ivy (green).

### **Who makes up the Nomad Brush team?**

Don Lee, Anna Choe, and a small group of dedicated artisans who handcraft our brushes.

### **Who are the main users of Nomad Brush?**

The diversity of our product line has made Nomad Brush the go-to tool for professional, novice, and emerging digital artists, and a growing number of younger artists, too. In addition to artists, our customers include doodlers and gadget lovers looking for cool accessories for their iPad. Through our Educator Partner program, we also offer special pricing and opportunities to showcase student-created art to schools and nonprofit organizations.

### **What are some of your recommended apps?**

For adults, we recommend trying [Brushes](#), [SketchBook Pro](#), [ArtRage](#), [ArtStudio](#), [Procreate](#), [Adobe Eazel](#), [InkPad](#), and [Auryn Ink](#).

For Younger artists, we recommend [Zen Brush](#), [123 Color HD](#), [Kids Doodle](#), [Doodle Buddy](#), [iDoodle2lite](#), [Color & Draw for Kids](#).

### **How is Nomad Brush involved in supporting the local/national art community?**

Nomad Brush is committed to supporting the process of art creation in communities across the country. Our first-year efforts have included participation in art community events in Portland and New York City, as well as participating in public awareness campaigns to support National Arts in Education Week in September.



We also highlight individual artists and various art-related nonprofit organizations on our blog, Nomad Journal, and offer special pricing programs for schools and nonprofit organizations. We look forward to continuing to grow our commitment to supporting the process of art creation among artists of all ages and abilities in the coming year.

**Where can I buy Nomad Brush products?**

All our products are available for purchase at [nomadbrush.com](http://nomadbrush.com).



## Nomad Brush: What the Media is Saying

### National Media Outlets:

- **Gadgetwise/New York Times:** *"Painters...should strongly consider the line of products from Nomad Brush...Wrap one up for an artistic friend this holiday season and watch them get giddy when the paper comes off."*
- **Vanity Fair:** *"Each December, Vanity Fair design editor Hamish Robertson picks the sleekest, most aesthetically pleasing items for work, play, and home – we recommend you consider the Compose digital paintbrush by Nomad."*
- **The San Francisco Chronicle:** *"[The Nomad Play] is eco-friendly art and mess-less art creation: no spilled paint, no wasted paper, and no messy hands to clean up afterwards."*
- **The Washington Post:** *"Give the Nomad Play paintbrush stylus to your child, she can use it to draw on any art app, or any touchscreen device."*
- **About.com:** *"If you are looking for the best experience working with creative apps on an iPad or other touch screen device, stop searching and order the Nomad Brush. How does it perform? From the moment I grazed my iPad screen with the Nomad Brush, I was in love! This brush--you really shouldn't call it a stylus--is a dream to paint with. Overall Rating: 10/10."*

### Tech/Digital Media:

- **2011 Winner of Macworld Eddy Awards:** *"Nomad Brush eschews the typical aluminum-and-rubber-nib trappings of most pens on the market for a more traditional look and feel: The company's original Nomad Brush, from almost every angle, resembles a traditional watercolor paintbrush...There are already competitors lurking in the waters attempting to capitalize on the Nomad Brush's success, to be sure—but this artistic stylus keeps on blowing them all away."*
- **Macworld:** *"The Nomad Brush is a beautifully constructed stylus, resembling a fine watercolor brush, and it makes painting on the iPad a delight."*
- **Mashable:** *"[The Nomad Brush is a] beautiful, handcrafted stylus designed for painting and sketching on the iPad. The stylus feels and looks like an actual paintbrush... It allows for free-flowing brush strokes much like a real paintbrush, and an elegance of line I was previously unable to achieve using my fingers or a regular stylus."*
- **Gadgetwise:** *"Painters, meanwhile, should strongly consider the line of products from Nomad Brush. To the untrained eye, they look like typical, if slightly more Zen-inspired, paint brushes for fine artists. But the brushes are designed only for capacitive screens, not paint."*

- **Gizmodo:** *"No more finger painting! No more friction-filled rubber stylus strokes! The Nomad Brush, a capacitive paintbrush-style stylus for the iPad, is now available."*
- **iLounge.com:** *"Digital painters, rejoice: now there's a paintbrush designed specifically to interact with the iPad's screen... It's a very nice design, comfortable in the hand, and does exactly what you'd expect it to do."*
- **iPadCreative.com:** *"Short version - it's awesome, seriously awesome! When you first hold the Nomad Brush it doesn't seem like a revolutionary input device. Its wood and bristles feel, well, like a paintbrush. But what was immediately apparent about the Nomad Brush is the quality of its construction... [W]e started 'painting' with the Nomad Brush and the smile didn't leave our face from that moment on...."*
- **iPad Accessories.com:** *"The Nomad Brush literally is a dream come true. We've extensively tested it and are continually astounded at how well it works. The brush is very responsive, in seconds I found myself painting with smooth flowing strokes on the iPad like I never dreamed. The feel is just amazing, there is no resistance, no friction, just smooth, zen-like painting... The amount of accuracy and control the Nomad Brush offers is perfect. The smooth flowing feel makes painting on the iPad easier than ever... I don't know how I ever lived without my Nomad Brush. Check it out for yourself and prepare to be amazed!"*
- **PadGadget:** *"The Nomad Brush is a pleasure to hold. It is easy to grip. The brush tips on both models glided with ease across the iPad screen. There is no risk of scratching the iPad screen while using a Nomad Brush."*
- **Designorati:** *"My first experience painting with the Nomad Brush was really exciting—it seemed like I was really putting paint onto paper, even though I knew I was using a dry brush on a piece of glass. The technology is very impressive."*
- **Nothing But Tablets:** *"This might be the best stylus product on the market. I haven't seen another option that's so unique, yet works so well than the Compose. The build quality and product material is fantastic, and the blended fiber tips are surprisingly durable."*
- **Tom's Guide:** *"...Nomad Brush does give you a slightly more delicate touch than the other styluses – and definitely more delicate than using your finger. We love the Nomad Brush: you feel much more like you're really painting and with a natural media package you can get extremely expressive results – plus it's fun to use."*
- **ZDNet UK:** *"The Nomad Brush is targeted at a very specific market, but it was still our favourite of the styluses we tested: it's comfortable, innovative and very easy to use."*





- **Adobe Eazel:** *"You can paint with your fingers or any stylus—the Nomad Brush is quite magical."*
- **Cult of Mac:** *"These paintbrushes by Don Lee seem like an incredible idea. Called the Nomad Brush, each brush's bristles are made of conductive fibers, so that it'll work for painting on the iPad with any paint tool app."*
- **Illustration Toolbox:** *"Don Lee has developed a very solid and useable creative tool to compliment any mobile arsenal. The Nomad Brush provides a nice bridge between the feel of analog while working digitally on the go using mobile devices."*
- **The Gadgeteer:** *"The Nomad Compose Dual Tip Stylus is unique because it has interchangeable tips to give you the perfect paint brush feel."*

#### **Family and Lifestyle Bloggers:**

- **Hunting for Tech Toys:** *"We were contacted by Nomad Brush to review their Nomad Play digital paintbrush and boy, are we happy they did. It is designed for little kids, but big kids are going to want to get into the act as well."*
- **Squidalicious:** *"This is one damn cool stylus, this Nomad Brush Mini with its conductive bristles. Every time we break this stylus out in public, folks first get perky over using a brush on an iPad, then ooh and aah when they actually use it - it's fun and, well, soothing."*
- **Imagination Soup:** *"Artists of all ages: you'll love the Nomad Brush! Originally it was created for professional artists, but the artists soon discovered that their children enjoyed the brushes, too. The Nomad Brush's bristles act like paint bristles on paper, capturing the brush stroke movement on the iPad screen. It's really quite amazing!"*
- **Mostly Mommyhood:** *"There are a number of doodle and art apps for iPads and smart phones, but this stylus paintbrush keeps the fingerprints off the screen. A quality lost on the children, but appealing to me!"*
- **Great Schools:** *"A paintbrush for the digital age that makes creating art on the iPad both futuristic and inspiring."*



## Nomad Brush: What Artists and Users Are Saying

### Digital Artists:

- **Kyle Lambert, Visual Artist:** *"The Nomad Brush brings the fun and expressive nature of painting to the iPad. It removes the friction between your finger and the display, allowing for fast and loose digital brush strokes without compromising accuracy. A must have for all iPad artists."*
- **David Kassan, Artist:** *"I was excited to try out the Nomad Brush and a little skeptical at first since it sounds a little too good to be true that I could actually use a brush to paint with on the iPad. I immediately tried it out and fell in love. It has such a sensitive touch and is super responsive. There is none of the friction and rubbing that you have with a rubber tipped stylus."*
- **Corliss Blakely, Artist:** *"As a painter I love brushes... I have hundreds of them at my studio. With all the other styluses that I used, I missed that feeling you get with a brush. There is a wonderful soft freedom of movement... Now with the Nomad Brush I have the same feeling on my iPad... It just glides across the screen. I love it!"*
- **Fabric Lenny, Artist:** *"When I first came across the Nomad Brush I thought it was just another stylus gimmick. But on holding it in my hand and starting to make marks with it I saw the possibilities. It was light and comfortable, easy to use, and added a different dimension to working on the iPad screen."*

### Customer Community of Digital Artists of All Levels and Ages:

- *"The Nomad Brush is an ideal input device for all tablet computing! The Nomad Brush provides a subtle feedback that is more graceful than a finger and far more gentle and tactile than a traditional stylus. Thank you for an amazing product!" **James M.***
- *"The Nomad Brushes are by far the most amazing styli for my iPad. I don't know what the magic is about those bristles but they work amazingly well. The length of the brush makes it especially good to work with...all the rubber-tipped ones are short...this is half again as long and it makes a huge difference." **Deborah O.***
- *"I just received my Nomad Brush and I have to admit at first I was a bit skeptical. Then I began to use it and all I could do was marvel at your creation. It is simply magical!" **Rudy V.***
- *"Our kids love the feel and weight of the Nomad Play, and the way it glides on the screen when they paint. And I love that there's no mess to worry about, and no clean-up afterwards!" **Arpie P.***



- *"I just wanted to say that I really enjoy the Nomad Brush. It gives me the same freedom of real painting but with more control than using my finger as a stylus on the iPad. Thanks so much for the great product!" **Monique L.***
- *"I like how easy it is to control the brush and that you can go do art in different places with it. I want one in every color!" **Piper F., age 8***
- *"Truly the mesh of technology and magic! Thank you so much for having this idea and making it happen!" **Shirley D.***
- *"Nomad Brush scores a 10! Best iPad stylus for working with art apps." **Sue C.***
- *"Just got my @nomadbrush today. Holy cow, does this thing change how I paint on my iPad! Way-freaking-cool!" **Joseph J***
- *"First impressions of @nomadbrush are excellent. Very impressed. Way better than styluses for drawing/painting." **Greg N.***
- *"I'm an artist who makes dinosaurs!" **Beau W., age 3***