Supernote Documentary Traces Handwriting From Cave Walls to the World's First Modular Electronic Notebook

LONDON, UNITED KINGDOM, September 11, 2026 /EINPresswire.com/ -- Thirty-six thousand years ago, inside a cave in southern France, a group of early humans painted rhinoceroses and lions on stone walls. These images had no practical purpose. They were not tools, not records, not instructions. And yet it is here, in the Chauvet Cave that Supernote co-founder Bruce Zhao locates the true beginning of human history: in the act of doing something apparently useless.

This story opens "The World We Write," a new documentary premiering August 4, 2026 as part of a media campaign hosted on CNBC.com. Produced by Acumen Media, the film follows the journey of Supernote, maker of the world's first modular electronic notebook, from the origins of writing to the factory floors of Nagano, Japan.

The documentary was filmed across three continents, at Supernote's offices in Shanghai, manufacturing facilities in Nagano, Japan, and the EU distribution hub in Normandy, France, exploring why the act of writing by hand still matters in the digital age.

At its centre is Bruce Zhao, who built Supernote around a single conviction: that handwriting is not a relic of the past but the most direct form of human expression. The film traces how the cave paintings of Chauvet evolved into symbols, then writing systems, then keyboards and how, along the way, something was lost. As Bruce reflects in the documentary, those earliest marks on stone had no efficiency, no function, no output. They were pure imagination. And without that first purposeless act, nothing that followed — language, literature, civilisation would exist.

"Human history seems to have begun with doing things that appeared to have no practical use. Without that first act of wild imagination, none of what followed would exist," said Bruce Zhao, co-founder and CEO of Supernote.

From this philosophical foundation, the film moves into the tangible, how Supernote's modular electronic notebook pairs a Ceramic NeverReplace nib and self-recovery FeelWrite film to recreate the feel of pen and paper; how its modular hardware allows users to replace batteries and upgrade motherboards rather than discard the device; and how manufacturing partners in Japan bring decades of Japanese precision to every unit assembled.

WATCH THE CAMPAIGN LIVE HERE.

About Supernote:
Supernote is an electronic notebook brand. Built around the principle of handwriting productivity, Supernote's devices combine a pen-on-paper writing experience with structured digital organisation features such as handwritten tables of contents, cross-notebook linking and keyword search, while maintaining full offline functionality and user data privacy. As the world's first modular electronic notebook, Supernote is designed for long-term use, allowing owners to replace batteries and upgrade core components rather than discard and repurchase. The company operates globally through supernote.com and regional distribution partners.

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